C1750-1

FCC widens competition in STV
ABC pays record for Olympics prize

Broadcasting Oct 1
The newsweekly of broadcasting and allied arts
Our 49th Year 1979

volume 2

38 great motion pictures

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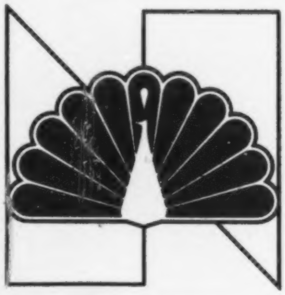
The Week in Brief

STV SET FREE ☐ FCC says it's time to let subscription television compete in the marketplace, and as a first step toward that, the commission lifts its one-to-a-market rule. That report and a look at the current status of over-the-air pay TV: **PAGE 23.**

STRUCK GOLD ☐ ABC-TV wins the rights to the 1984 summer Olympics in Los Angeles, and despite the $225 million the network will pay outright, it's confident it will recoup that and more. **PAGE 24.**

The bird's on top.



NBC last week announced it was combining its "N" logo—"a representation of distinction and quality" with its peacock—"a symbol of pride and excellence"—in a new graphic to be used for on-air promotion and identification, and publicity. The new logo is to be known as "The Proud N."

PROUD AS PEACOCKS ☐ NBC-TV puts a lock on first place in the first full week of the new season, and going into the second, the network is running right behind ABC-TV in first and way ahead of CBS-TV in third. **PAGE 26.**

UPI LOOKS FOR HELP ☐ The financially troubled news service makes a private offering to various newspaper and broadcast concerns to sell about 90% of the organization. The prospectus reveals broadcasting services contribute only a third of the company's revenues. **PAGE 28.**

IN RESERVE ☐ With the new TV season just weeks old, the networks are preparing to replace their weak shows with back-ups. **PAGE 34.**

ONE FOR RKO ☐ The FCC Broadcast Bureau recommends that the commission renew the license of RKO's WNAC-TV Boston and approve its sale to New England Television Corp. **PAGE 42.**

OPEN BOOKS ☐ Representative Ronald Mottl (D-Ohio) introduces a bill that would require the FCC to make public the financial reports of individual radio and TV stations. **PAGE 42.**

COP-OUT ☐ That's how a majority of comments filed at the FCC describe the commission's suggestion of using a lottery to decide a Media, Pa., comparative proceeding. **PAGE 44.**

CO-SPONSORS ☐ Senator John Heinz (R-Pa.) reintroduces legislation to create a National Endowment for Children's Television. Hollings signs on as a co-sponsor of the bill, which would allocate seed money for the research and production of programing for both commercial and public television. **PAGE 46.**

REACHING OUT ☐ In keeping with his promise to work for a consolidation of efforts, NAB Chairman Thomas Bolger meets with other media groups and hopes to form a council to coordinate common programs. **PAGE 50.**

READY TO GO ☐ Washington will play host to the nation's radio broadcasters next Sunday as the NRBA's annual conference gets under way Oct. 7. Sevareid and Goldwater are two of the scheduled speakers. **PAGE 50.**

GOING PUBLIC ☐ CBS demonstrates what it's been up to in testing British and French teletext systems and their applicability to U.S. television. **PAGE 55.**

POINT MAN ☐ Washington attorney Richard Schmidt may be the leading figure in the news media's fight to maintain full rights under the First Amendment. **PAGE 85.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50, *Cable Sourcebook* $20, *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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Revitalizing. In strengthening of its advertising-marketing effort, Diners Club International, New York, will launch new campaign today (Oct. 1), heavily in television, to re-establish firm as leader in credit card field. Diners Club is expected to spend $12-$15 million on annual basis in campaign in print and in television in major markets of country. Starting in mid-December, Diners Club will be major sponsor of *The Road to Moscow*, syndicated series of 30 one-hour programs on Olympic Games which will be shown in about 125 markets. Campaign, conceived by Wells, Rich, Greenem New York, centers on new slogan—"You Know One When You See One"—that indicates Diners Club members evoke positive response in restaurants, hotels and resorts.

markets including Boston, Chicago, Detroit and Philadelphia with some spots running in fringe and prime times. Agency: Time Buying Services, New York. Target: total adults.

Mexicana Airlines □ Six-week campaign introducing Seattle-to-Mexico flight begins Oct. 8 in Seattle. Agency: Daily & Associates, San Francisco. Target: adults, 25-49.

Baskin-Robbins □ Three-week campaign for ice-cream begins Oct. 8 in New York only. Agency: Ogilvy & Mather, Los Angeles. Target: adults, 18-49.

Pulsar □ Four-week campaign for Pulsar watches starts Oct. 29 in 38 markets with spots running in fringe times and sports programing. Agency: Sawdon & Bess, New York. Target: adults, 18 plus.

Seiko □ Three-week campaign for men's and women's dress analog quartz watches starts Nov. 22 in more than 120 markets. Spots will be placed in prime time. Agency: AC&R Advertising, New York. Target: adults, 25-54.

RADIO ONLY

Molson Breweries □ Ten-week campaign for Molson's beer begins this week in Chicago. Agency: Rumrill-Hoyt, New York. Target: men, 18-34.

Century Importers □ Eight-week campaign for O'Keefe Ale begins Oct. 22 in 14 markets. Agency: Ogilvy & Mather Inc., New York. Target: men, 18-34.

Tuffy Service Centers □ Ten-week campaign for Tuffy mufflers begins this week in about 20 markets with spots running in morning drive times. Agency: Jackson & MacLean, Southfield, Mich. Target: men, 25-54.

PSFS □ Four-week campaign for Philadelphia Savings Fund Society begins Oct. 22 in Philadelphia and Reading and Allentown, both Pennsylvania. Agency: Weightman, Philadelphia. Target: adults, 18-49.

Cling Peach Advisory Board □ Two-week campaign for peaches begins Nov. 12 in 15 markets including Los Angeles, Atlanta, Miami/Fort Lauderdale, Dallas, Philadelphia, Boston and New York. Agency: Hoefer Dieterich & Brown, San Francisco. Target: women, 25-49.

Eastern Airlines □ One-week campaign for Carribean air travel begins Oct. 8 in Miami. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Rapping with a rep. Bruce (Cousin Brucie) Morrow (r) former air personality in New York, discusses spot radio with Marv Roslin, president of Roslin Radio Sales, New York, new station representative of WALL-AM-FM Middletown, N.Y., of which Morrow is co-owner, managing director/creative operations and disk jockey.

RADIO AND TV

Albertson's □ Six-week TV and four-week radio campaign for retail food chain begins Nov. 5 in 14 TV markets and about 50 radio markets. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: women, 25-49.

American Dairy Association □ Seven-week TV and radio campaign for milk and dairy products begins this week in 114 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: children, 6-11; teen-agers, 12-17; adults, 18-34.

Lanier □ Five-week TV campaign and two-week radio flight begin Oct. 15 and Oct. 8 respectively for business machines in St. Louis. Agency: Marsteller, New York. Target: men, 25-54.

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BAR reports television network sales as of Sept. 2

ABC $1,015,387,700 (36.1%) □ CBS $932,435,200 (33.1%) □ NBC $867,536,500 (30.8%)

Day parts	Total minutes week ended Sept. 2	Total dollars week ended Sept. 2	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	180	$ 1,057,100	5,656	$ 41,274,100	$ 35,980,900	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,038	16,750,300	35,347	608,682,100	561,909,500	+8.3
Saturday-Sunday Sign-on-6 p.m.	347	9,045,700	3,438	305,957,600	261,384,000	+17.1
Monday-Saturday 6 p.m.-7:30 p.m.	97	3,533,600	3,438	158,445,200	140,950,600	+12.4
Sunday 6 p.m.-7:30 p.m.	28	1,741,500	850	47,657,100	40,984,100	+16.3
Monday-Sunday 7:30 p.m.-11 p.m.	419	34,208,000	14,454	1,446,782,100	1,289,712,100	+12.2
Monday-Sunday 11 p.m.-Sign-off	245	6,273,100	8,239	206,561,200	168,504,100	+22.6
Total	2,354	$72,609,300	79,482	$2,815,359,400	$2,499,425,300	+12.6

Source: Broadcast Advertisers Reports

dale, Fla., through Oak Broadcasting Systems Inc. Oak Industries has negative control of KBSC-TV Corona, Calif. It is also applicant for new TV in Denver through Oak Television of Denver Inc. Ann. Aug. 15.

■ Des Moines, Iowa—The Independence Broadcasting Corp. seeks ch. 17; ERP 2,500 kw vis., 1,135 kw aur., HAAT 1,809.5 ft.; ant. height above ground 1,997 ft. Address: 400 Plymouth Bldg., Des Moines 50309. Legal counsel Michael Finkelstein, Washington. Consulting engineer Robert Silliman, Silver Spring, Md. Principals: William J. Trout, Carl G. Goldberry, and Raymond Gazzo, 1/3 each. Trout and Gazzo are Des Moines attorneys and Goldsberry owns real estate management firm and is employed by Northwestern Bell Telephone, both in Des Moines. Ann. Aug. 16.

■ Springfield, Mo.—Christian Center of the Ozarks seeks ch. 33; ERP 579.4 kw vis., 94.19 kw aur., HAAT: 1,634 ft.; ant. height above ground 1,611.5 ft. Address: Box 314, Ava, Mo. 65608. Estimated construction cost $144,000; first-quarter operating cost $26,100; first quarter revenue $37,500. Legal counsel B. Jay Baraff, Washington. Consulting engineer E. Harold Munn and Associates, Coldwater, Mich. Principals: Non-stock corporation, Lowell W. Hamilton is president. Ann. Aug. 31.

FM actions

■ Lihue, Kauai, Hawaii—Broadcast Bureau granted Kuai Inc. 92.7 mhz, .1 kw, HAAT 1223 ft. P.O. address: Box 720 Eleele, Hawaii 96705. Estimated construction cost $20,636; first-year operating cost $7,800; revenue $18,000. Format: Hawaiian/South Pacific. Principals: John S. Short (37.5%), William G. Dahle (37.5%), Stephen K. Bramham (15%) and David P. Habermann (10%). Short and Dahle own 65% (as tenants-in-common) of KUAI(AM) Eleele, Kauai, Hawaii; Bramham is technical advisor and Habermann sales manager there. (BPH-10902). Action Sept. 6.

Summary of broadcasting

FCC tabulations as of June 30

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

**Special temporary authorization* ***Includes off-air licenses*

Ownership Changes

Applications

■ WSRF(AM)-WSHE-FM Fort Lauderdale, Fla. (AM: 1580 khz, 10 kw-D, 5 kw-N; FM: 103.5 mhz, 100 kw)—Seeks assignment of license from Van Patrick Broadcasting Inc. to T-K Communications Inc. for $5 million (T-K must also pay broker's fee) ("In Brief," July 30). Seller is owned by Gene Milner and estate of Van Patrick (45% each) and Brian Chaplow (10%), who have no other broadcast interests. Buyer is owned by Robert Weary (32%), John Tenaglia (20%), Fred Reynolds (11%) and three others. Weary owns cable systems in Kansas. Tenaglia is executive vice president of General Cinema Communications, owner of three radio stations. Reynolds is owner of KEWI(AM)-KSWT(FM) Topeka, Kan. Ann. Sept. 12.

■ KAHU(AM) Waipahu (Honolulu), Hawaii (940 khz, 10 kw)—Seeks assignment of license from Royal Hawaiian Radio Inc. to Westwood Broadcasting Corp. for $310,000. Seller is owned by W. Russell Withers Jr., who also owns KULA(FM) Waipahu; WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn., the last purchased last December for $800,000. (BROADCASTING, Dec. 18, 1978). Buyer is owned by David Joseph (20%) and Toby Broadcasting Corp. (80%). Toby is owned by Marvin Cohen and Joel Jackson, Los Angeles businessmen. None has other broadcast interests. Ann. Sept. 12.

■ WNUU(FM) St. Matthews (Louisville), Ky. (103.1 mhz, 2.95 kw)—Seeks assignment of license from Summers Broadcasting Co. to Capital Broadcasting Co. for $1 million. Seller is owned by William Summers, Vincent Pepper, and E. Stratford Smith. Smith is principal in WKWF(AM)-WVFK(FM) Key West, Fla. Neither Pepper nor Summers has other broadcast interests. Buyer, principally owned by Kenneth S. Johnson, also owns WKSJ(AM) Prichard-WKSJ-FM Mobile, both Alabama; WKDY(AM) Spartanburg, S.C., and WCAW(AM)-WVAF(FM) Charlestown, W. Va. Ann. Sept. 21.

■ WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan (AM: 1290 khz, 500 w-D; FM: 102.9 mhz, 10 kw)—Seeks assignment of license from Radio Ann Arbor Inc. to Lake America Communications for $1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is parntership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Programing and TM Productions of Dallas, both companies now owned by Shamrock Broadcasting. Winn, who has been general manager of TM Programing since 1971, will take over as general manager of stations upon closing. Ann. Sept. 21.

■ WGCM(AM)-WTAM(FM) Gulfport, Miss.: (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Skyline Corp. to Atlantic Broadcasting for $682,500. Seller, principally owned by E. O. and Lane Roden, brothers, also owns WOKJ(AM)-WJMI(FM) Jackson and WBIP-AM-FM Booneville, both Mississippi; WBOP(AM)-WTKZ(FM) Pensacola, Fla., and several cable systems in Mississippi. Buyer is owned by Tom Joyner, who also owns WPUA-AM-FM Petersburg, Va. Ann. Sept. 12.

■ WQIZ-AM-FM St. George (Charleston), S.C. (AM: 810 khz, 5 kw-D; FM: 107.5 mhz, 100 kw)—Seeks transfer of control from Soundamerica Corp. to Paul Neuhoff (49%) and Mary Forbes (51%) for $1 million. Seller is owned by Clarence Jones, who has no other broadcast interests. Neuhoff has minority interest in WERE(AM)-WGCL(FM) Cleveland and Forbes is Cleveland real estate investor with no other broadcast interests. Ann. Sept. 14.

Actions

■ KPOC(AM)-KCYN(FM) Pocahontas, Ark. (AM: 1420 khz, 1 kw-D; FM: 103.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Adrian L. White Inc. from Adrian L. White (100% before; none after) to Shields Media Services Inc. (none before; 100% after). Consideration: $418,500. White has no other broadcast interests. Buyer is owned by John J. Shields, who owns 51% of KFLO(AM) Shreveport, La., and 33.3% of KYDE(AM) Pine Bluff, Ark. (BTC790625FY, BTCH790625FZ). Action Sept. 17.

■ WBML(AM) Macon, Ga. (900 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Network Inc. to WBML Inc. for $255,000 plus $60,000 for agreement not to compete. Seller is owned by John Teiken and Albert S. Tedesco (50% each). They have were granted waiver of three-year rule on grounds of financial difficulties. (They bought station in January 1977.) Neither has other broadcast interests. Buyer is owned by David Rodgers, who also owns KKZZ(AM)-KOTE(FM) Lancaster, Calif., and WBIS(AM) Bristol, Conn. (BAL790611GV). Action Sept. 14.

■ WLBQ(AM) Morgantown, Ky. (1570 khz, 250 w-D)—Broadcast Bureau granted transfer of control of Butler County Broadcasting from Joseph W. Myers (100% before; none after) to Charles T. Black (none before; 100% after). Consideration: $157,000. Principals: Myers, who has no other broadcast interests, has applied for waiver of three-year rule by reason of ill health. He purchased station in April 1978. Black is Morgantown teacher and mayor. He has no other broadcast interests (BTC790606FB). Action Sept. 11.

■ WLFI-TV Lafayette, Ind. (ch. 18)—Broadcast Bureau granted assignment of license from RJN Broadcasting Inc. to WLFI-TV Inc. for $3,153,750. Seller is owned by Richard (90%) and Harold Shively (10%), brothers. Richard also controls KNOP-TV North Platte as voting trustee. Harold has no other broadcast interests. Buyer is subsidiary of Toledo Blade Co., publisher of *The Toledo* (Ohio) *Blade*, *Pittsburgh Post-Gazette*, *Red Bank* (N.J.) *Register* and *Monterey Peninsula* (Calif.) *Herald*. It also owns various cable interests in Ohio, Virginia and Pennsylvania and WWSW(AM)-WPEZ(FM) Pittsburgh. It is owned by Paul Block Jr., chairman and other members of the Block family (BALCT790716KE). Action Sept. 13.

■ WRIN(AM) Rensselaer, Ind. (1560 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Jasper County Broadcasting Corp. from Anthony D. Carlo and his wife, Rosemary (19.04% before; none after) to Thomas F. Jurek (33.33% before; 52.38% after). Consideration: $36,000. Principals: DiCarlos have no other broadcast interests. Jurek is program director of WRIN (BTC790720GR). Action Sept. 13.

■ KDUB-TV Dubuque, Iowa (ch. 40)—Broadcast Bureau granted assignment of license from Lloyd Hearing Aid Corp. to Birney Imes Jr. and family for $1.5 million. Seller is owned by Marvin E. Palmquist and family, who also own WQRF-TV Rockford, Ill. Buyers also own WCBI-AM-TV Columbus, WNAG(AM) Grenada and WROX(AM) Clarksdale, all Mississippi, and WBOY-TV Clarksburg, W. Va. They have sold, subject to FCC approval, WELO-AM-FM Tupelo, Miss. (BROADCASTING, Dec. 11). (BALCT790716KF). Action Sept. 13.

■ WPBN-TV Traverse City and WTOM-TV Cheboygan, both Michigan (ch. 7, ch. 2)—Broadcast Bureau granted transfer of control from WPBN-TV & WTOM-TV Inc. to United States Tobacco Co. for approximately $3.5 million in buyer's stock. Sellers are Lester Biederman (52.5%), William H. Kiker (16.25%), Drew McClay (15%) and Gertrude M. Zierle (16.35%). Group also owns WTCM-AM-FM Traverse City, Mich. Buyer is publicly owned manufacturer of tobacco products and other consumer products. Louis F. Bantle is president and chairman. It has no other broadcast interests.

■ KQTV(TV) St. Joseph, Mo. (ch. 2)—Broadcast Bureau granted assignment of license from Amaturo Group Inc. to Elba Development Corp. for $9 million. Seller is owned by Joseph Amaturo, who has bought, subject to FCC approval, KHGI-TV Kearney, Neb., and its satellites. He also owns KKSS(FM) St. Louis and KMJQ(FM) Clear Lake City (Houston), Tex. Buyer is owned by Malcolm Glazer, who also owns WRBL-TV Columbus, Ga., and WTWO-TV Terre Haute, Ind.

■ WNNJ(AM)-WIXL-FM Newton, N.J. (AM: 1360 khz, 1 kw-D; FM: 103.7 mhz, 5 kw)—Broadcast Bureau granted transfer of control of Sussex County Broadcasters Inc. from Irving, Ethel and William Goldberg (100% before; none after) to Group M Communications Inc. (none before; 100% after). Consideration: $650,000. Principals: Irving and Ethel are parents of William. None has other broadcast interests. Michael B. Levine and Marvin J. Strauzer (50% each). Levine is eastern division manager for Arbitron Radio, New York; Strauzer is vice president marketing for Gaynor Media Corp., New York. Neither has other broadcast interests (BTC790625FW, BTCH790625FX). Action Sept. 13.

■ WGNN-TV Winston-Salem, N.C. (CP for ch. 45)—Broadcast Bureau granted assignment of license from Good News TV Network Inc. to Good News TV Inc.

C 1750-1

Step by step with John Paul II
NRBA takes center stage in Washington

Broadcasting ◆ Oct 8

The newsweekly of broadcasting and allied arts

Our 48th Year 1979

Only Eyewitness News covers Twin Cities' stories in places like Des Moines, England and China.

KSTP-TV's EYEWITNESS NEWS, the only local television news operation in the state to accompany the Minnesota delegation on their recent visit to mainland China.

KSTP-TV's EYEWITNESS NEWS with exclusive live local coverage from Des Moines, Iowa as Pope John Paul II visits America's heartland.

KSTP-TV's EYEWITNESS NEWS, on hand in Great Britain with exclusive local coverage welcoming Minnesota's own Gerry Spiess to the other side after his historic trans-Atlantic voyage in a 10-foot sailboat.

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The Week in Brief

JOHN PAUL'S JOURNEY ☐ The Pontiff arrives in America, for a week's tour of U.S. cities, and if millions of people saw him in person, many millions more were seeing him on TV, as local stations and networks mounted a massive, expensive effort to detail the Pope's visit. **PAGE 27.**

BLACKS WANT IN ☐ The National Black Media Coalition meets in Washington, takes the occasion to drop off at the FCC a massive petition seeking breaks for minorities in all areas of communications. **PAGE 30.**

BUT HOW? ☐ The FCC is gearing up to deregulate radio—but that means different things to different commissioners. It's a mixed bag of options from which the commission will choose, and the specter of court challenges hangs over them all. **PAGE 32.**

DESTINATION: D.C. ☐ Along with Pope John Paul II, some 1,200 radio broadcasters were heading for Washington over the weekend. The station people were going to the National Radio Broadcasters Association annual convention for four days of meetings keyed to the theme of the challenge they face in the 1980's. A complete agenda begins on **PAGE 35**, equipment exhibitor listings start on **PAGE 38** and hospitality suites follow on **PAGE 51.**

PEAK OR PLATEAU? ☐ Brokers feel, and recent deals indicate, that the value of AM stations isn't what it used to be—or at least it isn't going up like it used to—while FM's have become the glamour acquisition in radio. **PAGE 52.**

VICTORY FOR VCR'S ☐ Sony survives first court test; federal judge rules that home videotape recording of off-the-air free programing doesn't violate copyright and doesn't hurt program producers—one of which at least says it will appeal decision. **PAGE 63.**

IT'S RED HOT ☐ Radio is, that is, according to RAB's newest promotion for the medium, which will be backed by Dick and Bert on-air spots and "radio radio" sets. **PAGE 68.**

JUST IN CASE ☐ Newspapers come up with First Amendment insurance policy; NAB says it's looking into similar provision for broadcasters. **PAGE 71.**

NBC HOLDING UP ☐ ABC wins first place in second full week of new season, but last year's also-ran is still this year's strong number two. **PAGE 73.**

TRYING HARDER ☐ In response to extensive criticism of its management practices, the FCC tells the GAO that it's working on improvements, particularly the shifting of more responsibilities to the commission's executive director. **PAGE 76.**

YES, BUT ☐ Appeals court upholds some of the particulars of the FTC's children's advertising proceeding, but indicates it has some doubts about it over-all. **PAGE 79.**

GO SLOW ☐ Comments to the FCC in its inquiry into the possibility of reducing AM channel spacing to 9 khz agree generally on one thing: the commission should take a cautious approach to this question. **PAGE 82.**

OFFENSIVE INTERFERENCE ☐ The FCC says it's going to look into the problems home computers are causing TV set reception and come up with limits on interference. **PAGE 88.**

PGW'S CHUCK KINNEY ☐ The rep firm president was fascinated by the advertising business as a youngster, and still is, as he manages one of the largest broadcast sales firms. **PAGE 113.**

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Washington Watch 81

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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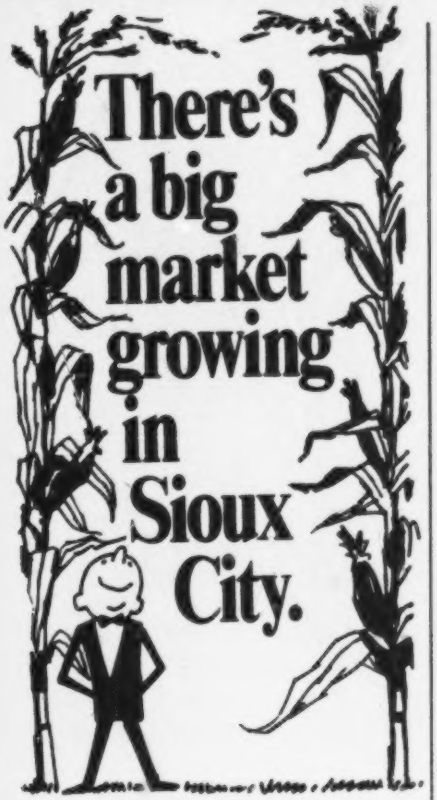

There's a big market growing in Sioux City.

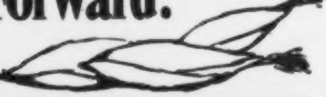
Sioux City is a 2.25 billion dollar market and it's still growing. Television households increased 19% last year. In this emerging market the leader is clearly KCAU-TV, a Forward station.

KCAU-TV—#1 in the 6 and 10 o'clock news slots consistently scoring two to one over the competition.

KCAU-TV and ABC—#1 in prime time.

KCAU-TV—the outstanding buy in Siouxland.

You're ahead when you buy Forward.



KCAU-TV
SIOUX CITY, IOWA
Represented by Meeker

MEMBER...FORWARD GROUP
WTRF-TV Wheeling
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAU-TV Peoria
WMTV Madison
WSAU-TV Wausau

New York. Target: adults, 25-54.

Sambo's ☐ Three-week campaign for restaurant franchise begins in early November in 30 markets in Florida and California and Washington, D.C. Agency: Larson/Bateman, Santa Barbara, Calif. Target: adults, 35 plus.

Regal Ware ☐ Three-week flight for Home Security division begins Oct. 15 in five markets including Dallas-Fort Worth, Denver and Chicago. Agency: Scannel, Inc., Brookfield, Wis. Target: total adults.

Warner-Lambert ☐ Two-week campaign begins Oct. 15 for various pharmaceutical products in about 40 markets including Los Angeles, San Francisco, Dallas and Indianapolis. Agency: Ted Bates, New York. Target: total adults.

Firestone ☐ Two-week campaign for snow tires starts Nov. 7 in 36 markets including New York, Boston, Baltimore, Chicago, Detroit, Cleveland, Washington, and Buffalo, N.Y. Spots are placed in all dayparts. Agency: Sweeny & James, Cleveland. Target: men, 25 and over.

King Seeley ☐ Two-week campaign for vacuum products begins Nov. 26 in about 67 markets with spots running in day and fringe times. Agency: Winterkorn, Hammond & Lillis, Rochester, N.Y. Target: adults 18-34, 35-49.

Firestone ☐ Two-week campaign for snow tires begins Oct. 14 in 36 markets including New York, Chicago, Detroit, Cleveland, Milwaukee and Minneapolis. Spots will run in all dayparts. Agency: Sweeny & James, Cleveland. Target: men, 35 plus.

Pierre Cardin ☐ Two-week campaign for men's fragrance begins this week in about 12 markets including Chicago with spots running during prime time and late fringe. Agency: SFM, New York. Target: men, 18-49; women, 18-49.

RADIO ONLY

Ravarino & Freschi ☐ Six-week campaign for spaghetti begins Oct. 15 in Denver and El Paso. Agency: Batz Hodgson-Neuwoehner, St. Louis. Target: women, 25-49.

New York State Dept. of Commerce ☐ Six-week campaign for business development begins this week in nine markets in state including Albany-Schenectedy-Troy, Syracuse and Watertown. Agency: Wells, Rich, Greene, New York. Target: men, 25-54.

Mt. Madonna ☐ Six-week campaign for natural juices begins Nov. 5 in various California markets including San Francisco. Some spots will be placed in morning and evening drive times. Agency: The Dakis Concern, Orinda, Calif. Target: women, 25-54.

Mountain Bell Telephone ☐ Three-week campaign for phone centers begins this week in Denver, Phoenix, Salt Lake City, El Paso, Albuquerque, N.M., and Tucson, Ariz. Agency: Tracy-Locke, Denver. Target: adults, 25-49

Keeping up the pace. Network television spending in August rose by 14.1% over August 1978 to more than $303.5 million, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. For the January-through-August period, network TV investment climbed by 13.1% over the comparable 1978 period to almost $2.8 billion. For the first eight months, spending on ABC-TV amounted to $1,009,240,400, followed by CBS-TV, $924,787,100, and NBC-TV, $858,938,500.

	August			**January-August**		
	1978	1979	% change	1978	1979	% change
Daytime	$93,252,600	$109,268,000	+17.2	$848,662,400	$947,565,700	+11.7
Mon-Fri.	72,972,300	81,080,200	+11.1	594,652,100	649,[illegible]56,200	+9.3
Sat.-Sun.	20,280,300	28,187,800	+39.0	254,010,300	297,609,500	+17.2
Nighttime	172,676,500	194,262,800	+12.5	1,621,560,600	1,845,500,300	+13.8
Total	$265,929,100	$303,530,800	+14.1	$2,470,223,000	$2,792,966,000	+13.1

	ABC	**CBS**	**NBC**	**Total**
January	$118,635,300	$113,706,300	$127,330,800	$359,452,400
February	131,397,400	118,682,200	103,456,700	353,536,300
March	138,522,600	118,829,900	113,657,600	371,010,100
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,842,300	108,053,600	99,193,000	324,088,900
July	104,006,200	101,583,300	90,946,000	296,535,500
August	110,201,800	102,621,100	90,707,900	303,530,800
Year-to-date	$1,009,240,400	$924,787,100	$858,938,500	$2,792,966,000

Week's worth of earnings reports from stocks in Broadcasting's index

		Current and change						Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share		Revenues	Net Income	Per Share
Columbia Pictures	year 6/30/79	$613,296,000	+6.7	$38,968,000	−43.3	4.01		$574,639,000	$68,824,000	7.40
Fuqua Industries	6 mo 6/30	1,010,741,000	+31.1	28,534,000	+118.7	2.18		770,934,000	13,046,000	.98
Harris Corp.	year 6/30/79	928,111,000	+6.4	63,069,000	+20.9	2.45		872,249,000	52,169,000	2.11
Outlet Co.	6 mo 7/31	131,309,000	+1.2	−457,000	−125.7	.35		129,871,000	1,773,000	.54
Turner Communications	6 mo 6/30	16,533,000	+9.5	−562,000	−247	−.06		15,096,000	395,000	−.04
New York Times Co.	6 mo 6/30	311,138,000	+9	17,077,000	+11.9	1.44		285,261,000	15,253,000	1.31
Westinghouse Electric	6 mo 6/30	3,703,200,000	+14.9	4,200,000*	−97.3	.05		3,222,100,000	141,000,000	1.62
Wrather Corp.	6 mo 6/30	24,238,000	+29.1	14,000	−98	.01		18,762,000	695,000	.30

*Settlement of four uranium supply contract suits incurred extraordinary loss of $169,962,000.

Wang Time Tunnel(TM) Digital Unit because: What they don't hear can't hurt you!

All is takes is one inadvertent obscenity or ethnic slur and away goes a chunk of the market you are trying so hard to nail down.

Wang Time Tunnel(TM) Digital Unit solves the problem for 26 cents an hour with a six second digital delay that lets you drop, chop or bleep anything you don't like, long before it hits the air.

Call the gang at Wang collect at (603)889-8564
for information on our free trial offer.
It could be the last time you ever have to worry
about your station airing the wrong words at the wrong time.

WANG

Wang Voice Communications, Inc., Hudson, NH 03051

Warner Cable to sell ad time on Star Channel

Warner Cable Corp., New York, intends to break new ground in the pay cable field by offering advertising time for sale on its Star Channel system.

Warner doesn't have a target date for the start of the ads. John Lack, executive vice president for marketing and programing of Warner Cable, explained that commercials will be inserted in clusters, as in Europe, probably at the beginning or end of a program. Present thinking is to run Star Channel on a 24-hour-a-day basis.

Star Channel now offers subscribers an assortment of feature films and some special programing. It operates about 14 hours a day on RCA Satcom I and services 17 affiliates, most of them Warner-owned. Warner intends to step up its effort to attract additional cable systems.

Subscribers now pay about $8 a month for the pay service and receive more than 16 features during that period. Star Channel serves about 150,000 subscribers.

Pitching baseball

An effort to stimulate greater interest in spot radio by making it easier to buy sponsorships in major league baseball broadcasts was unveiled in New York last week.

The project has been undertaken by The Advisory Group (TAG), a joint Station Representatives Association/Radio Advertising Bureau committee whose mission is to increase spot radio sales. The key sales tool is a 25-page brochure, "Major League Baseball Radio Sports Report."

It lists for each team such information as a description of the originating station, names of sportscasters, national sales representative contact, SRA/RAB contact, estimate for season packages and information on baseball networks.

Don MacFarlane, director of market development for CBS Radio Spot Sales, said the report is expected to answer many of the questions raised by prospective radio sports advertisers. TAG expects to issue other reports on radio opportunities in major league basketball, football and hockey.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 24 through Sept. 28.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Summary of broadcasting

FCC tabulations as of June 30

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4519	5	24	4548	81	4629
Commercial FM	3059	2	53	3114	172	3286
Educational FM	959	0	34	993	88	1081
Total Radio	8537	7	111	8655	341	8996
Commercial TV						
VHF	514	1	2	517	8	525
UHF	216	0	4	220	58	278
Educational TV						
VHF	94	1	10	105	5	110
UHF	152	2	4	158	7	165
Total TV	976	4	20	1000	78	1078
FM Translators	273	0	0	273	94	367
TV Translators						
UHF	1177	0	0	1177	340	1517
VHF	2426	0	0	2426	209	2635

**Special temporary authorization* ***Includes off-air licenses*

New Stations

FM applications

■ Ft. Walton Beach, Fla.—SJK Inc. seeks 96.5 mhz, 100 kw, HAAT: 588 ft. Address: 2218 De Russey Rd. SE Huntsville, Ala. 35804. Estimated construction cost $301,600; first year operating cost $75,000; revenue $300,000. Format: Contemporary. Principals: Smith Broadcasting Inc. (99%), of which M. Davidson Smith III is chairman and 66.25% owner and his son, M. Davidson Smith IV is president and director and 13% owner. The elder Smith is also chairman of the board of SJK. Smith family also owns Smith Radio Inc., licensee of WNUE(AM) Ft. Walton Beach. Smith III is chairman of Rocket City Television Inc., licensee of WAAY-TV Huntsville. Son is president and director of same. Ann. Sept. 14.

TV applications

■ Buffalo, N.Y.—Anax Broadcasting Inc. seeks ch. 49; ERP 1000 kw vis., 100 kw aur., HAAT 966 ft.; ant. height above ground 999.8 ft. Address: 30 Longleat, Eggertsville, NY 14226. Estimated construction cost $1,574,000; first quarter operating cost $600,000; first quarter revenue $300,000. Legal counsel: James E. Greeley Esq, Washington, D.C. Consulting engineer: Robert Purcell, Washington, D.C. Principals: Alfred E. Anscombe and Paul A. Willax 1/3 each; John W. Koessler, Jr. and Paul J. Koessler 1/6 each. All are New York businessmen. Koesslers are brothers. Willax has 4% interest in WBEN-AM-FM, Buffalo. Ann. Aug. 31.

■ Des Moines, Iowa—220 Television Inc. seeks ch. 17; 3715 kw vis., 168 kw aur., HAAT 1769 ft.; ant. height above ground 1,756 ft. Address: 4935 Lindell Blvd., St. Louis, Mo. 63108. Estimated construction cost $2,831,438; first-quarter operating cost $342,783. Legal counsel: Koteen & Burt, Washington, D.C. Consulting engineer: James W. Honsey. Principals: Koplar Enterprizes, Inc., St. Louis (100%). Harold Koplar is chairman of 220 Television and president and 48% owner of Koplar. His sisters, Lilian Shenker and Betty Bennett own 25.625% and 15.6% respectively. Son Edward is member of board of both companies. There are no other broadcast interests. Ann. Aug. 31.

■ *Kannapolis, N.C.—Community Action Communications Inc. seeks ch. 64; ERP 12.42 kw vis., 1.24 kw aur., HAAT 318 ft.; ant. height above ground 293 ft. Address: 1908-A North Main Street, Kannapolis 28081. Estimated construction cost $12,500; first-quarter operating cost $47,370; first-quarter revenue $59,870. Legal counsel: Layton, McNees, Stone & Perry. Consulting engineer: Scott Baxter & Associates. Principals: Joel Fowler, president; Floyd Fry Jr., vice president; Dick Schoff, treasurer; Sharon Powell, secretary. All are officers of Community Action Communications, which is wholly owned by Truth Temple Inc., a non-profit organization. None has any other broadcasting interests. Ann. Aug. 31.

AM actions

■ Bowman, N.D.—Broadcast Bureau granted Larry L. Kemnitz 1340 khz, 1 kw-D, 250 w-N. Address: 508 West Turnpike, Bismarck, N.D. 58501. Estimated construction cost $41,474; first three months operating cost $21,372; revenue $110,000. Format: MOR. Principals: Kemnitz is one of three partners in accounting firm in Bismarck. He has no other broadcast interests. (BP-781108AG). Action Sept. 13.

FM actions

■ *Toccoa Falls, Ga.—Broadcast Bureau granted Falls College 90.9 mhz, 100 kw, HAAT: 333 ft. Address: Toccoa Falls, Ga. 30557. Estimated construction cost $108,807; first-year operating cost $102.378. Applicant is private college; Dr. Paul Alford is president. (BPED790518AB). Action Sept. 12.

■ *Richardson, Tex.—Broadcast Bureau granted St. Luke's Educational Foundation 88.1 mhz, 10 w. P.O. address: 1210 W. Belt Line Rd., Richardson 75080. Estimated construction cost $1,600; first-year operating cost $1,600. Principal: Ernest T. Ankele Jr., president of nonprofit, unincorporated association. (BPED-2323). Action Aug. 29.

■ Highland Springs, Va.—Broadcast Bureau granted Henrico County Schools 91.1 mhz, 3 kw, HAAT: 103 ft. Address: P.O. Box 40, 201 E. Nine Mile Rd., Highland Springs 23075. Estimated construction cost $44,733; first-year operating cost $19,864; revenue $21,128. Principal: Henrico County School Board (BPED790312AC). Action Sept.

Ownership Changes

Applications

■ KVOK(AM) Kodiak, Alaska (560 khz, 1 kw-U)—Seeks assignment of license from Loren Bridges to Katchemak Broadcasters Inc. for $146,226. Seller has no other broadcast interests. Buyer is principally owned by Joe P. Josephson and Howard S. Truckey, Anchorage law partners who have no other broadcast interests. Ann. Sept. 25.

■ WXLS(FM) Willmantic, Conn. (98.3 mhz, 3 kw)—Seeks assignment of license from X.L.S. Broadcasting Corp. to Delta Communications Corp. for $175,000. Seller is principally owned by Kenneth Dawson who is selling WXLS and WKND(AM) Windsor, Conn., under FCC distress sale policy. Buyer is owned by Frank A. Jacobs Jr., Jeffrey A. Menzel, Trevor E. Thorington, Jose Oaks and Bradford Carson (17.2%) and Sullivan Brown (13.9%). Jacobs is Windsor, Conn., realtor; Menzel is employe of Hartford, Conn., broadcast training school; Thorington and Brown work for Hartford insurance companies; Oaks is supervisor of jet engine plant in Hartford, and Carson is Hartford investment banker. None have other broadcast interests. Ann. Sept. 18.

The most experienced recruiting expertise available to the broadcast industry

With more than twelve years experience in the broadcast industry, Carl Youngs and Mike Walker have assisted Radio and Television organizations of all sizes in recruiting management personnel.

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C1750-1

Minorities in broadcasting: The toehold is becoming a beachhead

Broadcasting Oct 15

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

New for Christmas 1979
"The Stableboy's Christmas"

A very special production about a very special night.

FROM LUTHERAN TELEVISION

Bethlehem. And a refreshing new treatment of the first Christmas. A little girl learns what sharing is all about. This delightful half-hour show makes excellent family viewing for the holidays. It has the same quality and wide appeal that has made Lutheran Television a leader in family specials.

STARRING—
Danielle Brisebois from "All In The Family,"
and **Sparky Marcus** from "Bad News Bears."

SCHEDULE THE PREMIERE OF "THE STABLEBOY'S CHRISTMAS" NOW

Call Jan Naji or Georgette Kraus, 314-647-4900

Lutheran Television

A Service of The International Lutheran Laymen's League 2185 Hampton Avenue, St. Louis, Missouri 63139

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WASHINGTON DC 20014

NEWSPAPER

The Week in Brief

SHELTER IN A STORM ☐ Broadcast stocks take a tumble along with the rest of the market, but analysts feel that in the long run, radio-TV issues will hold up well in recession. **PAGE 20.**

RADIO FIRSTERS ☐ NRBA meets in Washington, 4,000 strong, and devotes four days to the medium, undistracted by television. **PAGE 20.** Programers talk up, and down, various formats. **PAGE 52.** Channel spacing on both dials dominates several technical sessions. **PAGE 62.** Brokers agree that radio stations, AM or FM, are a good buy. **PAGE 70.**

PUSH IS ON ☐ James Quello's term at the FCC isn't up for nine months yet, but some broadcasters are already asking the White House to renominate him. There may be a problem, however, since the Carter administration is said to be looking for a Hispanic to fill the post. **PAGE 22.**

FOUR AT ONCE ☐ The heads of the commercial networks and PBS talk competition in Boston forum. **PAGE 22.**

LOOKING TO THE SKIES ☐ The Public Service Satellite Consortium was also in the capital last week, discussing the potentials and the limitations of the birds. **PAGE 23.**

KISSINGER-FROST FACE-OFF ☐ The NBC interview of the former secretary of state is marked by heated exchanges and a behind-the scenes walkout by Frost after he says the network told him to go easier and was going to give Kissinger more time to elaborate on some of his answers. **PAGE 24.**

MINORITIES IN BROADCASTING ☐ This special report assesses the progress made and obstacles still faced by minorities getting into broadcast ownership. It looks at minority employment in the industry, **PAGE 27.** The 100 stations controlled by blacks. **PAGE 47.** The 17 stations controlled by Hispanics. **PAGE 48.**

DIAMONDS ARE NBC'S BEST FRIEND ☐ The major leagues' playoffs enable the network to take first place in the ratings for the week ended Oct. 7. **PAGE 40.**

MORE QUIT KOOL-TV ☐ Management's directive requiring news employes to sign a "loyalty oath" prompts four more staffers to resign. **PAGE 66.**

PAPAL PROGRESS ☐ The second week of Pope John Paul's visit was, like the first, an occasion for all-out coverage by the country's broadcasters—as demonstrated by the photos on **PAGE 68** documenting such efforts as those of WLS-TV Chicago, KCCI-TV Des Moines, Iowa, and WDVM-TV Washington.

A CHANCE TO EXPLAIN ☐ In the wake of the confusion and outrage over the Supreme Court's Gannett decision, the high court agrees to hear a Richmond case that may clarify some of the justices' intention. **PAGE 76.**

TAKE ANOTHER LOOK ☐ Metromedia asks the U. S. Court of Appeals in Washington to further refine its doctrine as to who has standing to file at the FCC. The request follows a petition to deny renewals of Washington TV stations on the basis they aren't adequately serving local singles. **PAGE 74.**

DEBATE POLICY ☐ The Federal Election Committee begins a new effort to draft regulations concerning sponsorship and conduct of political debates between candidates for federal office. **PAGE 74.**

KEEPING THE FCC'S HOUSE IN ORDER ☐ When Don Lichtwardt took over as executive director of the FCC four years ago, he was determined not to be bogged down by red tape and bureaucracy. And he has succeeded at an agency that by its own nature cannot make long-range plans. Much of the credit is due to his "can-do" approach to problems and a readiness to lay all his cards on the table. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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Massachusettes, Connecticut and New Hampshire markets. Agency: Bradham-Hamilton Advertising, Charleston, S.C. Target: children, 6-11; women, 18 plus.

Child World ☐ Ten-week campaign for toy store chain begins this week in about 14 markets. Agency: W. B. Doner, Memphis. Target: women, 25-49.

Hanover Brands ☐ Eight-week campaign for frozen vegetables begins this week in 13 markets with spots running during day times and early fringe. Agency: Manoff Geers Gross, New York. Target: women, 25-54.

Polaroid ☐ Six-week campaign for One-Step cameras begins Oct. 29 in 29 markets with some spots running during fringe times. Agency: Doyle Dane Bernbach, New York. Target: adults, 18-49.

Regency Electronics ☐ Four-week campaign for electronic scanner begins Nov. 29 in about 60 markets with spots in late fringe and news times. Agency: RMS, Advertising, Indianapolis. Target: men, 25-54.

Cannon ☐ Four-week campaign for calculators begins Nov. 5 in Los Angeles. Spots will be placed in late fringe, prime access, and news and sports times. Agency: Dentsu, Inc., New York. Target: adults, 25-54.

Prince Matchabelli ☐ Four-week campaign for Aviance fragrance begins Nov. 19 in 14 markets including New York, Boston, Philadelphia, Detroit, Los Angeles and San Francisco. Agency: Della Femina & Travisano, New York. Target: women, 18-34.

Sunbeam ☐ Three-week campaign for men's electric shavers begins in late November in about 20 markets with spots running during fringe, news and sports programing. Agency: N.W. Ayer, Chicago. Target: men, 18-49.

American Can Co. ☐ Five-week campaign for Dixie Living Ware begins Nov. 5 in 10 markets. Agency: SSC&B, New York. Target: women, 25-49.

Northern Electric Co. ☐ Five-week campaign for electric blankets begins Nov. 12 in 40 markets. Agency: Co-Ordination Group, Chicago. Target: women, 35 plus.

Timex ☐ Five-week campaign for alarm clocks begins Nov. 12 in 48 markets including Boston, Chicago, Detroit and Philadelphia with spots placed primarily during fringe times. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.

Archway ☐ Four-to-six-week campaign for cookies begins in late October in 55 markets with spots placed in day, fringe and prime times. Agency: United Advertising, Chicago. Target: women, 25-64.

RADIO AND TV

Rich 'n' Creamy ☐ Four-week campaign for ice-cream begins Nov. 12 in approximately 100 radio markets and about 30 TV markets. Agency: D'Arcy-McManus & Masius, Atlanta. Target: women, 18-49.

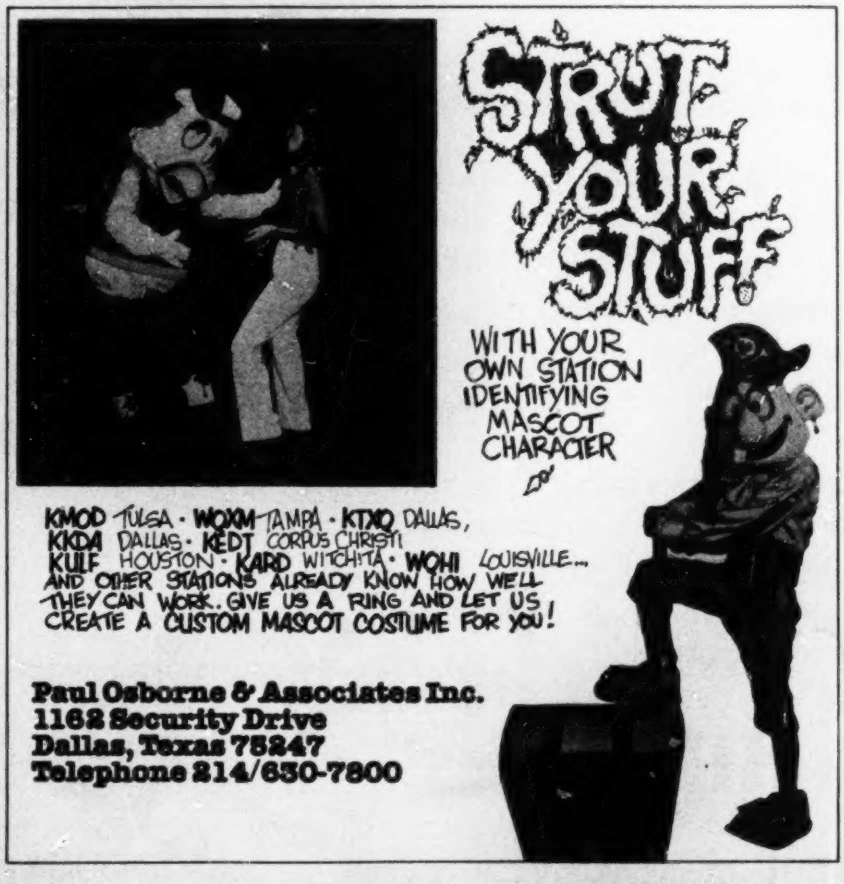
Flav-O-Rich ☐ Four-week campaign for dairy products begins Nov. 12 in about 100 radio markets and about 30 TV markets concentrating on Southeastern states. Agency: D'Arcy-McManus & Masius, Atlanta. Target: women, 25-54.

BAR reports television network sales as of Sept. 9

ABC $1,049,461,000 (36.1%) ☐ CBS $962,665,200 (33.1%) ☐ NBC $894,333,000 (30.8%)

Day parts	*Total minutes week ended Sept. 9*	*Total dollars week ended Sept. 9*	*1979 total minutes*	*1979 total dollars year to date*	*1978 total dollars year to date*	*% change from 1978*
Monday-Friday Sign-on-10 a.m.	149	$1,219,000	5,805	$42,493,100	$37,052,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,038	17,339,600	36,358	626,021,700	577,478,200	+8.4
Saturday-Sunday Sign-on-6 p.m.	392	13,533,300	11,891	319,490,900	272,434,200	+17.3
Monday-Saturday 6 p.m.-7:30 p.m.	105	4,078,300	3,543	162,523,500	145,075,600	+12.0
Sunday 6 p.m.-7:30 p.m.	29	2,301,100	880	49,958,200	42,905,800	+16.4
Monday-Sunday 7:30 p.m.-11 p.m.	415	42,426,400	14,871	1,489,208,500	1,328,341,100	+12.1
Monday-Sunday 11 p.m.-Sign-off	263	10,202,100	8,502	216,763,300	175,737,100	+23.3
Total	2,391	$91,099,800	81,877	$2,906,459,200	$2,579,024,500	+12.7

Source: Broadcast Advertisers Reports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nature of organizational changes at network and group operations, the data collected are often useless for intra-industry comparison of broadcast employment."

Both NBC and ABC agreed that the industry already undergoes scrutiny from a host of other federal and state agencies. NBC's comments said there is "no appropriate rationale for commission regulation of networks' and licensees' headquarters' EEO practices. ... employment statistics are already filed with the commission and open to public scrutiny... and NBC employment statistics are all within the zone of reasonableness." NBC also agreed that the FCC does not have jurisdiction to regulate network employment practices.

ABC said the petition is based on "false assumptions." ABC stressed that "FCC jurisdiction is limited to regulating licensee employment practices which could effect the responsiveness of a station's programing to minority interests."

ABC agreed with CBS in that the organizational pattern typical at most stations "which reflect common functional elements in station operations ... is not true regarding the workforces at broadcast networks and licensee headquarters."

Joining the networks in filing comments were the National Association of Broadcasters and Mutual Broadcasting. NAB said that it was submitting "general comments" to what it considered a "broad-brush petition." NAB cautioned the FCC that it was not a "mini" Equal Employment Opportunities Commission and that it would not exceed its jurisidiction in proposing such regulation. NAB also asserted that "expanded regulations ... would add to the mountain of paperwork" that broadcasters are already required to file.

Mutual also opposed the petition and said that "to arbitrarily select the networks out of the whole spectrum of program suppliers and to subject them to commission EEO policies and reporting requirements would be unreasonable and capricious in the extreme, especially in the case of the radio networks, where the typical affiliate station derives a majority of its programing from other program distribution and program origination sources."

For the Record®

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

■ Rosamond, Calif.—Rosamond Broadcasters seeks 105.5 mhz, 3 kw, HAAT: 28 ft. Address: Box 811-2206 Cutler St., Simi Valley, Calif. 93065. Estimated construction cost $26,140; first-quarter operating cost $7,560; revenue $75,000. Format: Adult/variety. Principals: Israel Sinofsky (80%) and his sister-in-law Dorothy Sinofsky (20%). Israel is applicant for FM in Carpenteria, Calif. Dorothy is general manager of Nostalgia Sound in Simi Valley. They have no other broadcast interests. Ann. Oct. 2.

■ *Stamford, Conn.—Connecticut Educational Telecommunications Corp. seeks 88.5 mhz, 1.166 kw (H) 1.12 kw (V) HAAT: 66 ft. Address: 24 Summit St., Hartford, Conn. 06106. Estimated construction cost $137,970; first-year operating cost $132,530; revenue $132,530. Principal: Nonprofit educational institution, Paul K. Taff is president. Ann. Oct. 2.

■ *Hopkinsville, Ky.—Pennyrile Christian Community Inc. seeks 89.3 mhz, 50 kw, HAAT: 300 ft. Address: 1100 East 18th St., Hopkinsville, Ky. 42240. Estimated construction cost $126,020; first-year operating cost $48,000. Applicant is non-profit corporation formed for purpose of operating station; Robert Amis is president. Ann. Oct. 2.

■ Amherst, Mass.—Amherst Broadcasting Inc. seeks 100.0 mhz, 3 kw, HAAT: −103 ft. Address: Box 67, Amherst 01002. Estimated construction cost $39,411; first-year operating cost $16,900; revenue $30,000. Format: variety. Principals: Edward H. Peene Jr. and Robert K. McConnell, each 50%. Amherst is licensee of WTTT(AM) Amherst. They have no other broadcast interests. Ann. Oct. 2.

TV applications

■ Austin, Tex.—Texas Television Inc. seeks ch. 42; ERP 5000 kw (m), 1410 kw (h) vis., 500 kw (m), 1415 kw (h) aur., HAAT 1290 ft.; ant. height above ground 1295 ft. Address: 314 Highland Mall Blvd., Austin 78761. Estimated construction cost $2,205,559; first-quarter operating cost $332,400; revenue $1,010,000. Legal counsel Cohn & Marks, Washington; consulting engineer Jules Cohen & Assoc. Principals: Michael D. McKinnon (20%) and South Texas Telecasting (80%). McKinnon owns 50.25% of South Texas Telecasting, licensee of KIII-TV Corpus Christi, Tex. He also is majority stockholder of KBMT-TV Beaumont, Tex., and owns stock in KSON-AM-FM San Diego. Ann. Aug. 15.

■ Salt Lake City—American Television of Utah seeks ch. 14; ERP 1660 kw vis., 166 kw aur., HAAT 3836 ft. Address: Box 30658-310 Bearcat Dr., Salt Lake City 84125. Estimated construction cost $2,070,600; first-quarter operating cost $168,150; first-quarter revenue $162,500. Legal counsel Benito Gaguini, Salt Lake City; consulting engineer Jack Moffet. Principals: Skaggs Telecommunications (100%). L.S. Skaggs, chairman of drug and food stores chain is chairman of board. He has no other broadcast interests. Ann. Aug. 31.

FM Actions

■ *Lorton, Va.—Broadcast Bureau granted Ethnic Broadcasting 88.1 mhz, 30 w (H), HAAT: 145 ft. Address: P.O. Box 2903, Washington, D.C. 20013. Estimated construction cost $7,000; first year operating cost "donated services". Format: Educational. Principals: Non-profit organization. Morgan Hodges, president; Joseph Brown, vice president; Mary Low Douglas, all directors. None has any other broadcast interests. (BPED2719). Action Sept. 12.

TV Actions

■ Casper, Wyo.—Broadcast Bureau granted The Chrysostom Corp. ch. 14; ERP 1456 kw vis., 146 kw aur., HAAT 1887 ft.; ant. height above ground 250 ft. Address: 200 City Center Bldg., Casper, Wyo. 82601. Estimated construction cost: $1,108,746; first-year operating cost $625,000. Legal counsel Brown & Bernstein, Washington; consulting engineer Serge Bergen. Principals: Henry O. Ort (20%), Robert J. Zipay (20%), Daniel M. Burke (10%), Vincent J. Horn Jr. (10%) and Franklin Brown (40%). Ort is president of Two-Way Radio Service in Casper; Zipay is Casper Chief of Police; Burke and Horn are partners in law firm and Franklin is president of livestock company. They have no other broadcast interests (BPCT-781106KE). Action, Aug. 31.

Summary of broadcasting

FCC tabulations as of July 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,519	5	23	4,547	85	4,632
Commercial FM	3,059	2	53	3,114	172	3286
Educational FM	965	–	28	993	92	1085
Total Radio	8,543	7	104	8,654	349	9003
Commercial TV						
VHF	514	1	2	517	8	525
UHF	217	0	3	220	59	279
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	981	4	15	1,000	79	1079
FM Translators	273	0	0	273	105	378
TV Translators						
UHF	1,187	0	0	1,187	340	1,527
VHF	2,430	0	0	2,430	216	2,646

*Special temporary authorization

**Includes off-air licenses

Ownership Changes

Actions

■ KLIP(AM) Fowler, Calif. (1220 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Eleanor Mindel to Frontier Communications for $260,000. Mindel is administratrix of estate of her late husband, Morris. She has no other broadcast interests. Buyer is equally owned by Carlton B. Goodlett, Jerrel W. Jones and Woodrow Miller. Jones owns 76% of KNOV(AM) Milwaukee. Miller is general manager at KLIP. Goodlett is San Francisco doctor with no other broadcast interests. (BAL7906266E). Action Sept. 26.

■ KBIK(AM) Lompoc, Calif. (1410 khz, 500 w-D)—

C1750-1

First clue from network inquiry: industry restructuring on their minds

Broadcasting Oct 22

The newsweekly of broadcasting and allied arts

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NEWSPAPER

The Week in Brief

PASS THE DISHES ☐ The FCC decides to deregulate satellite receive-only earth stations. **PAGE 28.**

BOON FOR BOTH ☐ NTIA proposes that radio groups be allowed to grow beyond present FCC ownership limits—if new acquisitions include 25% minority participation. The top-50 market TV policy would also be waived in the same circumstances. **PAGE 28.**

OPENERS ON NETWORK INQUIRY ☐ The FCC special study staff puts out its first preliminary findings. It sees no benefit from further commission regulation of the present set-up. Instead, staff pins hopes on development of new program delivery sources. **PAGE 29.**

GOING TO EXTREMES? ☐ Brennan says the news media are overreacting to Supreme Court decisions affecting the press—to their detriment. **PAGE 29.**

DESIRE VERSUS REALITY ☐ The NAB radio board wrestles with the particulars of its stance on radio deregulation. It attempts to deal with promised FCC relaxation but hopes that legislation will provide better answers. **PAGE 34.**

LOOKING BACK AT VOA ☐ R. Peter Straus is back in private broadcasting after two-and-a-half years as director of the Voice of America. In this special "At Large" report, he tells where the U.S. stands in international broadcast competition for hearts and minds. He also explains his resignation as a move to avoid marking time in administration. **PAGE 36.**

CALL FOR RESTRAINT ☐ Chief Judge J. Skelly Wright of the U.S. Court of Appeals in Washington says the courts should be more reluctant to fault other agencies of government and should be more hesitant about acting as final arbiters of the public good. **PAGE 40.**

THE RATINGS SEE-SAW ☐ ABC-TV goes back on top for the week ended Oct. 14. The big boost is from its World Series prime-time telecasts. **PAGE 44.**

80'S OUTLOOK ☐ A major Wall Street report forecasts 9%-10% yearly growth for TV sales, but also sees some viewer losses to cable and videodisks. **PAGE 48.**

RCA EARNINGS SLIP ☐ The company's net profit in third quarter was $66 million, down from $70 million in comparable period of '78. **PAGE 48.**

SOME RECORDS FOR CBS ☐ CBS/Broadcast Group leads the way as the parent reports its third-quarter net income reached $53.1 million, up 9% from the same period last year. **PAGE 52.**

IT'S SMPTE TIME ☐ A record turnout of nearly 8,000 was in prospect as the Society of Motion Picture and Television Engineers opened its conference and exhibit in Los Angeles yesterday. Here's a day-by-day report on the 108 technical papers that will be presented, starting today. **PAGE 58.** The exhibitor list has grown to 161 manufacturers. A rundown of the companies, personnel and products begins on **PAGE 60.**

DAMN THE TORPEDOES ☐ One columnist described Pamela Hill as "a prospective force for change." It's an apt description for the forthright vice president, executive producer, ABC News documentary unit, who constantly seeks, and finds, new and exciting dimensions. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery. $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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Services, La Jolla, Calif. Target: adults, 25-45.

Speidel ☐ Two-week campaign for British Sterling toiletries begins Dec. 10 in 50 markets with spots running in early fringe and prime access. Agency: Creamer Inc., New York. Target: adults, 18-49.

RADIO ONLY

Argentine Airlines ☐ Four-week campaign for air travel begins Oct. 28 in New York, Chicago and Washington. Agency: Van Brunt & Co., Atlanta. Target: men, 25-49.

AC-Delco ☐ Three-week campaign for batteries begins Nov. 5 in about 20 markets including New York, San Francisco, Indianapolis and Boston. Agency: Campbell-Ewald Co., Warren, Mich. Target: men, 18-34.

Elanco ☐ Eight-week campaign for Rumensin silage begins Oct. 29 in approximately 12 markets including Norfolk, Va. Agency: Gardner, St. Louis. Target: men, 18 plus.

Lindsey International ☐ Seven-week campaign for olives begins Nov. 12 in New York, Los Angeles, Boston, Chicago, Cleveland, Seattle, San Francisco and Portland, Ore. Agency: Botsford-Ketchum, Inc., San Francisco. Target: women, 25-54.

Chock Full o' Nuts ☐ Four-week campaign begins Oct. 29 in 60 markets including Albany-Schenectedy-Troy, N.Y., Boston, Detroit, San Francisco, Philadelphia and Baltimore. Agency: Geer, DuBois, Inc. New York. Target: women, 25-54.

BAR reports television network sales as of Sept. 16

ABC $1,085,317,200 (36.2%) ☐ CBS $992,114,900 (33.1%) ☐ NBC $920,876,600 (30.7%)

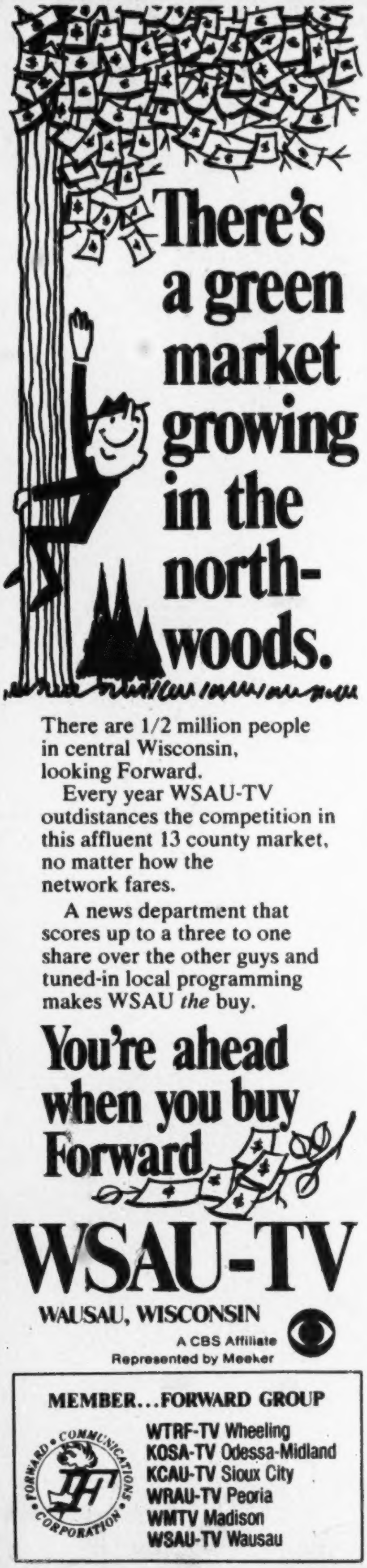
Day parts	*Total minutes week ended Sept. 16*	*Total dollars week ended Sept. 16*	*1979 total minutes*	*1979 total dollars year to date*	*1978 total dollars year to date*	*% change from 1978*
Monday-Friday Sign-on-10 a.m.	167	$1,365,900	5,972	$43,659,000	$38,234,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,041	17,818,900	37,426	643,840,600	593,223,600	+8.5
Saturday-Sunday Sign-on-6 p.m.	344	12,725,600	12,235	332,316,500	283,601,400	+17.2
Monday-Saturday 6 p.m.-7:30 p.m.	98	3,965,300	3,641	166,488,800	148,486,100	+12.1
Sunday 6 p.m.-7:30 p.m.	30	2,230,200	910	52,188,400	44,138,000	+18.2
Monday-Sunday 7:30 p.m.-11 p.m.	425	46,775,300	15,297	1,536,029,800	1,366,779,700	+12.4
Monday-Sunday 11 p.m.-Sign-off	233	6,822,300	8,735	223,585,600	184,858,000	+20.9
Total	2,338	$91,703,500	84,216	$2,998,308,700	$2,659,321,300	+12.7

BAR reports television network sales as of Sept. 23

ABC $1,120,993,500 (36.2%) ☐ CBS $1,025,833,500 (33.1%) ☐ NBC $949,575,100 (30.7%)

Day parts	*Total minutes week ended Sept. 23*	*Total dollars week ended Sept. 23*	*1979 total minutes*	*1979 total dollars year to date*	*1978 total dollars year to date*	*% change from 1978*
Monday-Friday Sign-on-10 a.m.	175	$1,407,200	6,147	$45,266,200	$39,476,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,040	17,847,500	38,467	661,688,100	608,734,900	+8.7
Saturday-Sunday Sign-on-6 p.m.	364	14,117,100	12,601	346,433,600	296,723,700	+16.8
Monday-Saturday 6 p.m.-7:30 p.m.	95	4,621,300	3,736	171,110,100	153,520,000	+11.5
Sunday 6 p.m.-7:30 p.m.	25	1,702,000	936	53,890,400	45,461,400	+18.5
Monday-Sunday 7:30 p.m.-11 p.m.	422	50,271,700	15,720	1,586,374,900	1,408,536,100	+12.6
Monday-Sunday 11 p.m.-Sign-off	234	8,053,200	8,969	231,638,800	192,335,100	+20.4
Total	2,355	$98,020,000	86,576	$3,096,402,100	$2,744,787,700	+12.8

Source: Broadcast Advertisers Reports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WMTV Madison
WSAU-TV Wausau

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change						Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Burnup & Sims	3 mo. 7/31	$39,252,600	+22.1	$1,467,800	+41.4	$ .17	$32,144,100	$1,037,500	$ .12
CBS	9 mo. 9/30	2,620,300,000	+13.7	136,700,000	−3.5	4.92	2,303,000,000	141,600,000	5.11
General Instrument Corp.	26 wks. 8/26	317,372,728	+23.6	22,415,490	+44.5	2.64	256,765,599	15,512,309	1.93
General Tire & Rubber	9 mo. 8/31	1,693,114,000	+ 6.3	66,157,000	−22.1	2.84	1,592,053,000	85,513,000	3.68
Gray Communications	Year 6/30/79	23,752,145	+31.6	1,752,660	+30.6	3.52	18,043,685	1,341,750	2.81
Grey Advertising	6 mo. 6/30	41,484,000	+18.1	2,580,000	+16.6	4.14	35,101,000	2,221,000	3.56
Harte-Hanks Communications	9 mo. 9/30	172,334,000	+33.3	12,770,000	+20.2	1.38	129,263,000	10,616,000	1.17
MCI Communications	3 mo. 6/30	29,629,000	+43.8	2,108,000	+1:6.6	.04	20,594,000	851,000	.03
RCA	9 mo. 9/31	5,470,000,000	+15	213,700,000	+5.2	2.80	4,750,000,000	203,200,000	2.66
United Cable Television	3 mo. 8/31	10,002,000	+55.6	1,425,000	+91.2	.35	6,427,000	745,000	.18

due to sales softness and heavy returns, in the manufacturing of records for other labels, in consumer publishing, especially paperbacks, and from margin declines in the retail sale of audio equipment." CBS also mentioned adverse effects on profits due to foreign exchange losses and higher interest costs due to increased borrowings.

For the first nine months of the year, the company experienced a 3% profit decline, from 1978's nine-month total of $141.6 million to $137.7 million, or $4.92 a share. Revenues, meanwhile, posted a 14% gain over the year-earlier period, up from $2.30 billion to $2.62 billion.

ABC, Macmillan officially engaged

Agreement in principle reached; value of deal: $337.5 million in stock and debentures

ABC has decided to proceed with its proposal to purchase publisher Macmillan Inc. When Macmillan accepted the broadcaster's offer last month (BROADCASTING, Sept. 17), ABC had said its bid was "subject to completion of its study of Macmillan." The agreement in principal announced last week followed the terms of the original offer.

Under the agreement, 7.5 million shares of $2.125 cumulative preferred stock, redeemable at $25 a share, will be issued by ABC for roughly 55% of the Macmillan shares. ABC will offer $153 million worth of 10% subordinated debentures with a face value of $25 for the remaining Macmillan shares. Provision is made for proration to achieve the 55/45 radio of ABC preferred stock and subordinated debentures.

At $25 for each of Macmillan's 13.5 common shares and equivalents outstanding, the total price of the deal is $337.5 million. The ABC bid is just slightly higher than the $24.50 offer previously advanced by Mattel Inc., leading to speculation that the publisher was considering the nature of its acquirer, not simply dollars, in making a decision between them. Mattel is a toy manufacturer. ABC already has substantial involvement in publishing, but with a concentration in special-interest periodicals; Macmillan's principal field is textbooks. Macmillan was trading at about $18.50 a share last week, down about $2.00 from its position when the ABC offer was made.

The deal received a basically favorable reception on Wall Street, although there was concern over some weak operations of the diversified publisher and the remoteness of some of its successful businesses from traditional ABC fields of endeavor. A key to the ultimate value of the purchase is considered to be ABC's method of divesting Macmillan subsidiaries. The unprofitable musical instruments division is believed a likely sell-off candidate, but there is some disagreement whether ABC would do better to keep such successful ventures as the Berlitz language schools and the Kathryn Gibbs operations, or sell them for a good price and trim the total cost of the purchase. Proponents of the later theory tend to question ABC's ability to manage efficiently such diverse businesses.

This latest merger announcement recalled the moves taken earlier in the year by RCA (NBC's parent) and CBS.

D.C.-area outlets battle Arbitron

Rating service is challenged by broadcasters who say they'll air announcements about surveys

Radio stations are lined up along the Potomac in revolt against Arbitron Radio's directive that stations air no announcements that would call attention to ongoing radio surveys.

The protest is spearheaded by the Washington Area Broadcasters Association with the endorsement of 25 stations there.

The WABA last Tuesday (Oct. 16) sent a recommendation to its members that they continue to broadcast announcements "requesting listeners to report their listening accurately when they participate in ratings surveys."

In the wake of the recommendation, Arbitron stuck to its guns. "Basically," declared John Dimling, vice president for research, long-range planning and development for the company, "such announcements have a potential for creating bias" in the minds of listeners. He reiterated that this position has been supported by such organizations as the Broadcast Rating Council, National Association of Broadcasters, Radio Advertising Bureau, National Radio Broadcasters Association as well as the media research committee of the American Association of Advertising Agencies.

As to what counteraction Arbitron might undertake against radio stations that did not comply, Dimling said there is a reluctance to delist any station in that such a measure could precipitate legal action.

Ted Dorf of WGAY(AM) Silver Spring, Md.-WGAY-FM Washington, who issued the WABA recommendation last week,

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For the Record®

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 8 through Oct. 12.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

**Special temporary authorization*

***Includes off-air licenses*

New Stations

AM applications

■ Monticello, Me.—Weiner Broadcasting Co. seeks 710 khz, 2.5 kw-D. Address: Britton Rd, Monticello, 14760. Estimated construction costs $49,800; first quarter operating cost $10,305; revenue $60,105. Format: Contemporary. Principal: Allan Weiner (100%) who is chief engineer of WEGP Presque-Isle, Me. He has no other broadcast interests. Ann. Oct. 5.

■ Troy, Pa.—Joel Clawson seeks 1310 khz, 500 w-D. Address: 816 Windsor Ave., Elmira, N.Y. 14905. Estimated construction costs $44,862; first quarter operating cost $12,250; revenue $100,000. Principal: Joel Clawson (100%) who is general manager of Chemung County Radio Broadcasting (WIQT) and 50% partner in Professional Associates, advertising agency. He has no other broadcast interests. Ann. Oct. 2.

FM applications

■ Clinton, La.—Feliciana Broadcasting Co. seeks 92.7 mhz, 3.0 kw, HAAT: 300 ft. Address: Hwy 63, Rt 1, Box 5-A, Clinton 70722. Estimated construction cost $53,110; first quarter operating cost $18,000; revenue $71,110. Format: Standard pops. Principals: Randall E. Rodriguez 51%, Jeanne J. Rodriquez 25%, Elva M. Rodriguez 24%. Randall is employed by Georgia-Pacific Corp., wife Jeanne is medical technologist and mother Elva is public health nurse. They have no other broadcast interests. Ann. Oct. 11.

■ Columbia, N.C.—Flanagan, Flanagan and Cross, Inc. seeks 105.7 mhz, 100 kw, HAAT: 256 ft. Address: 406 N. Broad St., Edenton, N.C. Estimated construction cost $76,000; first quarter operating cost $8,748; revenue $88,248. Format: pop. Principals: James F. Flanagan (26%), Dwight J. Flanagan (25%), Thomas C. Cross Jr. (30%), Marion H. Cross (19%). James Flanagan is salesman and announcer for WBXB(FM); son Dwight is Southwestern University football coach. Thomas Cross is building supply salesman and wife Marion is superintendent of schools in Edenton, N.C. They have no other broadcast interests. Ann. Oct. 11.

■ Beaufort, S.C.—Beaufort County Broadcasting Co. seeks 104.9 mhz, 3.0 kw, HAAT: 300 ft. Address: c/o Radio Station WQMT, PO 7398 Chatsworth 30705. Estimated construction cost $71,155; first quarter operating cost $21,000; revenue $125,000. Format: Contemporary music. Principals: Carmen D. Trevitt (90%) and Calvin R. Means (10%). Trevitt is 80% owner, officer and director of Cohutta Broadcasting Co., Inc. (WQMT-FM) Chatsworth, Ga., 90% owner, officer and director of Chatsworth Cablevision Co. Means owns the remaining interests in these two companies and is also a director and officer of both. Ann. Oct. 2.

■ Yoakum, Tex.—Ritchey Communications Co. seeks 102.3 mhz, 3.0 kw, HAAT: 300 ft. Address: 111 N. Main St., Hallettsville, Tex. 77996. Estimated construction cost $49,298; first year operating cost $25,000; revenue $75,000. Format: C&W/Foreign language. Principals: The Ritchey family, Robert F. & Jamie C. (married) and Robert's grandmother Mrs. J. Feron Ritchey, who also have application pending for new AM in Hallettsville. They have no other broadcast interests. Ann. Oct. 2.

TV applications

■ Rawlins, Wyo.—Rawlins Broadcasting Corp. seeks ch. 11; ERP 6.14 kw vis., .61 kw aur., HAAT −13 ft.; ant. height above ground 232 ft. Address: 419 W. Cedar St., Rawlins. Estimated construction cost $207,000; first quarter operating cost $23,158; revenue $100,000. Legal counsel: Fletcher, Heald & Hildreth; consulting engineer: Arthur K. Peters. Principal: Manuel A. Cantu (100%), who is general manager and 10% owner of KMXN-TV Albuquerque, N.M. Ann. Aug. 31.

FM actions

■ Morrilton, Ark.—Broadcast Bureau granted Morrilton Broadcasting Co. 101.7 mhz, 3 kw, HAAT 282 ft. P.O. address: Highway 64 East, Morrilton, Ark. 72110. Estimated construction cost $29,275; first-year operating cost $110,400; revenue $18,000. Format: MOR. Principals: J.C. Willis (51%), Stanton C. Willis (24%) and Ella Mae Willis (25%). (J.C. and Ella Mae are married couple, parents of Stanton C.) Willises are also partners in licensee of KVOM(AM) Morrilton (BPH10760). Action Sept. 14.

■ Mountain Pass, Calif.—Broadcast Bureau granted KIXV Inc. 99.5 mhz, 2.29 kw, HAAT: 1707 ft. Address: 10855 Portofino Place, Los Angeles 90024. Estimated construction costs $225,000; first year operating cost $595,000; revenue $611,000. Format: Adult MOR. Principals: (see Yermo, Calif. below). (BPH781016AO). Action Sept. 26.

■ Yermo, Calif.—Broadcast Bureau granted KIXV Inc. 98.1 mhz, 1.05 kw, HAAT: 2,333 ft. Address: 10885 Portofino Place, Los Angeles 90024. Estimated construction costs $225,000; first year operating cost $595,000; revenue $611,000. Format: adult MOR. Principals: Howard B. Anderson (52%), C. Burton Stohl (20%), H. Roger Boyer and two others. Anderson is former group executive sales manager for Summa Corp., Las Vegas hotel, gaming, manufacturing and real estate development company. Stohl is partner of Los Angeles investment banking firm. Boyer is real estate developer in Salt Lake City. None have other broadcast interests (BPH790208AC). Action Sept. 26.

■ Montrose, Colo.—Broadcast Bureau granted Sierra Linda Broadcasting Inc. 96.1 mhz, 64.7 kw, HAAT: 1,679 ft. Address: 1002 Cascade Ave., Suite 208, Montrose 81401. Estimated construction cost $112,895; first-year operating cost $25,240; revenue $133,500. Format: popular/country. Principals: Rafael Alfonso Gomez and Daniel R. Casias (50% each). Gomez is former salesman at KREY-TV Montrose. Casias is Montrose attorney (BPH790504AB). Action Sept. 27.

■ Frederick, Okla.—Broadcast Bureau granted Tilco Broadcasting Inc. 95.3 mhz, 3 kw, HAAT: 262 ft. Address: 108 W. Grand, Frederick 73542. Estimated construction costs $49,829; first year operating cost $43,332; revenue $54,000. Format: easy listening. Principals: Roy V. Floyd (49%) and Joe C. Horton (51%). Floyd is owner of KBGH(AM) Memphis, which he is selling, and KFYN(AM) Bonham, Tex. He also has application pending for new FM in Bonham, Tex. Horton is physician in Frederick; he has no other broadcast interests (BPH790105AE). Action Sept. 26.

■ Rush, Tex.—Broadcast Bureau granted E. H. Whitehead 97.7 mhz, 1.38 kw, HAAT: 423 ft. Address: P.O. Box 475, Rusk. Estimated construction cost $18,000; first-year operating cost $10,000; revenue none. Format: C&W. Principal: Whitehead owns KTLU-AM Rusk (BPH780802AI). Action Sept. 14.

TV actions

■ Greenville, Miss.—Broadcast Bureau granted Big River Broadcasting Co. ch. 15 (476-482 mhz); ERP 2746 kw vis., 549 kw aur., HAAT 887 ft.; ant. height above ground 919 ft. P.O. address: Box 1253, Ft. Smith, Ark. 72901. Estimated construction cost $902,134; first-year operating cost $389,710; revenue $250,000. Legal counsel John R. Wilner, Wilner & Scheiner, Washington. Principals: Joe Macione Jr., Ben B. Sayle, Rex A. Morgan, Alex S. Curtis, Frank A. England Jr., Salvadore A. Maranto (all 14.3%) and two others with 7.1%. Macione is 50% owner of Hollandale, Miss., cable TV system and, with Sayle owns CPA firms; Morgan and Curtis have farming interests; England owns car dealership, and Moranto owns janitor supply company (BPCT4970). Action Sept. 14.

Ownership Changes

Applications

■ KZON(AM) Santa Maria, Calif. (1600 khz, 500 w-D)—Seeks assignment of license from Leonard

C 1750-1

Status report on children's TV: Nobody loves it but the kids

Broadcasting Oct 29

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

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Broadcasting Oct 29

The Week in Brief

REBUKE ☐ The FCC staff report on children's TV is due tomorrow and it's expected to say that broadcasters have not fulfilled their obligations. **PAGE 27.**

REINS ON THE FTC ☐ The House this week will get around to debating a provision in a bill that would give either house of Congress the option to overrule any industrywide regulation adopted by the trade commission. **PAGE 27.**

SILVERMAN'S VISIONS ☐ The NBC president offers a look at the network's tomorrow that includes a forecast of TV supremacy in all dayparts by the end of 1980. **PAGE 31.**

SMPTE SETS RECORDS ☐ An all-time high attendance of 8,500 turns out in Los Angeles for five days of wide-ranging technical discussions and a look at the 167 exhibits. **PAGE 32.**

SHAMROCK SPREE ☐ Disney-owned newcomer to broadcasting offers to buy the 10-station radio group of San Juan Racing Association. **PAGE 29.**

THE WORLD OF CHILDREN'S TV ☐ This special report presents an overview of the controversial and complex subject that yearly occupies thousands of broadcast hours, involves hundreds of millions of dollars, and is of intense concern to broadcast executives and the public. First, a look at the TV networks—at the center of a storm—and the role they are playing. **PAGE 39.** Next, how syndicators and local stations are contributing. **PAGE 44.** Finally, an assessment of how critical advertising revenues are to the area of children's programing. **PAGE 52.**

SMALL TALK ☐ David Frost's conduct during Kissinger interview prompts NBC News president to say that Frost will never work again at that network. However, Small hopes John Chancellor will be around for some time. **PAGE 58.**

RUFFLED FEATHERS ☐ CBS News's action in canceling appearance of Saudi Arabian oil minister on *Face the Nation* draws charges of prejudice. **PAGE 60.**

NAMING THE JOHNS ☐ New York-owned WNYC-AM-TV creates stir by complying with mayor's request to broadcast names of convicted customers of prostitutes. **PAGE 62.**

ABC PROFITS JUMP ☐ Third quarter earnings are up 29% to $31.9 million on revenues of $468.6 million. **PAGE 63.**

TWO FOR THE ROAD AHEAD ☐ Top executives of Harte-Hanks and Knight-Ridder emphasize viewdata is a definite part of their companies' futures, predict sales sluggishness ahead. **PAGE 65.**

NEW RUNNER-UP ☐ Not surprisingly, the World Series helps ABC-TV take ratings honors for the week ended Oct. 21. But CBS-TV streaks into second place. **PAGE 67.**

SOMETHING NEW IN RADIO ☐ AM-FM program syndicators begin to put their new trade association together. **PAGE 69.**

LET THEM ARGUE ☐ The Federal Election Commission listens sympathetically to testimony of witnesses who urge steps to assure that there be no obstacles to broadcast debates. **PAGE 70.**

FTC OVERRULES AMA ☐ The trade commission tells the American Medical Association to lift its ban on advertising by physicians. However, the association will be allowed to offer guidelines. **PAGE 71.**

D IS FOR DARING ☐ Danny Arnold likes producers who aren't afraid of a challenge and who serve their programing with pizzazz. After all, it was those traits that Arnold exhibited on the way to the presidency of Four D Productions. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $12.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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RADIO ONLY

Eastern Airlines ☐ Three-week corporate campaign begins Nov. 12 in 28 markets with spots in fringe and prime time. Agency: Young & Rubicam, New York. Target: men, 25-54.

U.S. Postal Service ☐ Four-week campaign for Priority Mail service begins Dec. 3 in Charlotte, N.C., Portland, Ore., and Indianapolis. Spots will run during morning and afternoon drive times. Agency: Young & Rubicam, New York. Target: men, 25-54; men, 35-64.

Friendly Ice Cream ☐ Four-week campaign for restaurant franchise begins in November in seven markets including Cleveland, Hartford, Conn., and Syracuse, N.Y. Agency: Quinn & Johnson, Boston. Target: adults 25-54.

Kraft ☐ Four-week campaign for Philadelphia whipped cream cheese and Linder's frozen bagels begins Nov. 26 in 19 markets including Milwaukee and Albany-Schenectady-Troy, N.Y. Agency: J. Walter Thompson, New York. Target: women, 25-54.

Feuer Foods ☐ Three-week campaign for Proteina wheat bread begins early November in 10 Texas markets including San Antonio, Dallas-Fort Worth, Houston and Abilene. Agency: KCB&N, Dallas. Target: women, 25-54.

J.M. Smucker ☐ Twenty-two-week campaign for fruit spreads begins Oct. 29 in about 40 markets including Boston, Providence, R.I., and Tampa, Fla., with spots running in morning drive and daytime. Agency: Wyse Advertising, New York. Target: women, 25-34.

Playboy Enterprises ☐ Two-week campaign for December issue of *Playboy* magazine begins Nov. 1 in San Diego, Atlanta, Seattle and Minneapolis. Spots will run during morning and afternoon drive times and on Saturdays. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-49.

California Egg Marketing ☐ Twenty-week campaign begins April 7 in both Spanish and English in nine California markets including Bakersfield, Los Angeles, San Diego and San Francisco. Agency: Campbell-Mithun, Chicago. Target: adults, 18-34.

Alpine Electronics ☐ Two-to-four-week campaign begins Nov. 1 for stereo centers in approximately 150 markets. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34.

Upjohn ☐ Fifty-two-week campaign for Lincomix 20 feed additive begins Jan. 7 in Minneapolis, Chicago, Decatur, Ill., Cedar Rapids and Des Moines, both Iowa, and St. Joseph, Mo. Spots will be placed during farm programing. Agency: William R. Biggs Associates, Kalamazoo, Michigan. Target: men, 18 plus.

OTG ☐ Six-week campaign for Milford tea begins Nov. 19 in Buffalo and Syracuse, both New York, and Wilkes Barre-Scranton, Pa. Agency: Stiefel/Raymond, New York. Target: women, 18-34; women, 18-49.

BAR reports television network sales as of Sept. 30

ABC $1,160,616,300 (36.3%) $1,050,656,700 (33.1%) $978,101,300 (30.6%)

Day parts	*Total minutes week ended Sept. 30*	*Total dollars week ended Sept. 30*	*1979 total*	*1979 total dollars*	*1978 total dollars*	*% change from*
Monday-Friday Sign-on-10 a.m.	177	$1,417,500	6,324	$46,683,700	$40,746,100	+14.5
Monday-Friday 10 a.m.-6 p.m.	1,049	18,073,900	39,516	679,762,000	623,875,300	+9.0
Saturday-Sunday Sign-on-6 p.m.	369	14,670,400	12,970	361,104,000	310,721,500	+16.2
Monday-Saturday 6 p.m.-7:30 p.m.	101	5,075,900	3,837	176,186,000	158,040,000	+11.4
Sunday 6 p.m.-7:30 p.m.	29	2,111,600	965	56,002,000	47,350,900	+18.3
Monday-Sunday 7:30 p.m.-11 p.m.	414	52,145,700	16,135	1,638,520,600	1,451,345,700	+12.9
Monday-Sunday 11 p.m.-Sign-off	230	7,477,200	9,199	239,116,000	199,243,700	+19.9
Total	2,369	$100,972,200	88,946	$3,197,374,300	$2,831,323,200	+12.9

Source: Broadcast Advertisers Reports

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Business

ABC still a fiscal high-roller

Third-quarter earnings up 29%, revenues up 19%

"The last shall be first" found an application last week in the report of third-quarter revenues from the parents of the three TV networks; ABC's figures came out after those of its two principal competitors' [BROADCASTING, Oct. 22] but they show substantially better growth.

For the quarter ended Sept. 29, ABC's earnings from continuing operations jumped 29% on a continuing operations revenue climb of 19%. This year's third-quarter totals were $31.9 million in earnings, $468.6 million in revenues. Per-share earnings were reported as $1.14, compared with 89 cents a year earlier. ABC's net revenues for the 1978 quarter were $25.4 million, including the discontinued operations; this year's results were 26% over that total.

ABC's chairman, Leonard H. Goldenson, and president, Elton H. Rule, noted one dull spot in the otherwise bright picture of the company's activities that accompanied the quarterly report: ABC Radio profits were down, and the unit had only a slight revenue gain—due, they said, "to competitive pressures." However, ABC's TV network and stations operations both reported record revenue and profits for the quarter.

ABC Publishing, the officials said, had increased profits "on substantial revenue gains." This year's relative performance for the whole company in the three months was enhanced by 1978's losses in the period for ABC Records. That operation, as well as ABC Record and Tape Sales, which had nine-month losses last year, have been discontinued.

Nine-month figures reported by ABC were $114.4 million earnings from continuing operations on revenues of $1.4 billion. Those were increases of 31% and 13% over the 1978 nine months. Per-share earnings for the period were $4.08, up 30% from the year earlier.

Commenting on the results, Goldenson and Rule expressed confidence that "our basic businesses of broadcasting will continue the momentum evidenced during the first nine months of 1979." They expect "solid sales gains well into 1980" at the network level, and said their stations are also posting strong fourth-quarter sales. "This year will clearly be an excellent one for ABC," they concluded.

Good news for Warner

Except for its record business, communications conglomerate reports highest quarter figures

Records were being broken at Warner Communications Inc., although not in its recorded music division. That's the word on the third-quarter earnings of the entertainment and cable company. Income from continuing operations rose to $24,342,000 from $19,802,000, a 23% boost, while revenues went from $316,563,000 to $417,347,000, a 32% increase. Per-share earnings were up from 99 cents to $1.16.

Cable television revenues grew 21%, and operating income 39%, reaching $20.7 million and $3.3 million respectively. Regarding the announced purchase of 50% interest in these operations by American Express for $175 million (BROADCASTING, Sept. 17), the company said it expected that when consummated later this year the deal would result in a net after-tax gain in excess of $90 million.

Warner's filmed entertainment division had a record quarter, and the company claimed Warner Bros. worldwide film rentals for the nine months set an industry record. Television series sales posted a 60% revenue increase over the year earlier ($20.7 million versus $12.7 million), but the company provided no breakout of the profit contributions of the constituent parts of its filmed entertainment operations.

Toys and electronic games brought Warner 45% more in revenues in this year's third quarter than last year's, showing a 48% increase in operating income. Its Atari programable video game sold out all units, "with a substantial number remaining to be shipped in the fourth quarter."

The company's publishing and related distribution division showed "a substantial gain in operating income," which Warner tied to "Superman" royalties and Warner Books bestsellers.

The bad news, as for so many companies these days, came in the recorded music sector. With revenues ahead 21%, to $166 million, operating income dropped 17%, to $14 million.

For the nine months, income from continuing operations was up 35%, to $75,352,000, on a 37% revenue boost that yielded $1,238,918,000. Fully diluted per-share earnings were $3.66.

The company noted that its figures do not include its equity in the income of Garden State National Bank, carried as a discontinued operation because of Warner's announced intention to sell its investment there.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Cablecom General	9 mo. 8/31	$27,681,045	+10.5	$3,771,142	+5.4	1.27	$25,039,061	$3,576,872	1.19
Comcast	9 mo. 9/30	193,168,000	+26.4	32,647,000	+33.5	4.08	152,720,000	24,454,000	3.06
Dun & Bradstreet	9 mo. 9/30	687,922,000	+24.2	65,866,000	+27.4	2.36	554,000,000	51,701,000	1.85
Eastman Kodak	36 wk. 9/9	5,441,162,000	+15.8	706,061,000	+23.6	4.38	4,695,548,000	570,860,000	3.54
Filmways	6 mo. 8/31	115,216,000	+54.4	5,250,000	+43.8	.97	74,582,000	3,649,000	.82
Gannett	9 mo. 9/10	769,451,000	+10.4	92,515,000	+19.7	2.59	696,410,000	77,225,000	2.19
Post Corp.	9 mo. 9/30	49,144,000	+25.8	2,566,000	− 9.0	1.41	39,052,000	2,850,000	1.58
Reeves Teletape	Year 6/30/79	30,502,000	+75.7	2,288,000	+190.7	1.01	17,355,000	787,000	.36
Media General	9 mo. 9/30	202,837,000	+14.6	17,969,000	+47.5	2.41	176,892,000	12,181,000	1.63
Multimedia	9 mo. 9/30	95,227,432	+20.4	13,138,925	+21.7	1.97	79,047,507	10,792,779	1.63
Scientific-Atlanta	3 mo. 9/30	39,471,000	+49.7	2,249,000	+54.3	.50	26,352,000	1,457,000	.38
Scripps-Howard	9 mo. 9/30	50,155,000	+8.4	10,863,000	+12.2	4.21	46,252,000	9,881,000	3,74
Storer Broadcasting	9 mo. 9/30	126,227,000	+20.0	19,077,000	+61.3	3.70	105,177,000	11,824,000	2.42
Time Inc.	9 mo. 9/30	1,787,105,000	+54.6	100,795,000	+13.6	3.61	1,155,615,000	88,650,000	4.10
Warner Communications	9 mo. 9/30	1,238,918,000	+36.9	75,352,000	+26.4	3.66	904,427,000	59,579,000	3.01

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 15 through Oct. 19.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

**Special temporary authorization*

***Includes off-air licenses*

Abbreviations: ALJ—Administrative Law Judge alt.—alternate. ann.—announced. ant.—antenna aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ Yucca Valley, Calif.—Richard B. Orchard seeks 106.9 mhz, 50 kw, HAAT: 245 ft. Address: 1031 Genesta Ave., Northridge, Calif. 01325. Estimated construction cost $36,750; first quarter operating cost $10,380; revenue $132,500. Format: standard pops. Principal: Kenneth B. Orchard (100%) who is radio engineer for KHJ Radio, Hollywood Calif. He is sole owner of KUVQ(FM) Victorville, Calif. which is not yet on air (BPH10761) Ann. Oct. 11.

■ California, Mo.—Town and Country Communications Inc. seeks 94.3 mhz, 3.0 kw, HAAT: 300 ft. Address: 605 E. Woodland St. Springfield, Mo. 65807. Estimated construction cost $42,413; first year operating cost $2,000; revenue $15,000. Principals: Ray R. Rouse (26%); Susan K. Rouse (24%); Ernest B. DeCamp (26%); F. Lynn DeCamp (24%). Ray Rouse is engineer for ABC network; wife Susan is teacher; Ernest is news director KGBX Springfield Mo; wife Lynn is X-ray tech. Ray is owner of broadcast and sound equipment company. Ann. Oct. 11.

■ Ord, Neb.—KNLV Inc. seeks 103.9 mhz, 1.86 kw, HAAT: 179 ft. Address: 205 S. 16th Ord, Neb. 68862. Estimated construction cost $27,342; first year operating cost $9000; revenue $20,000. Format: C&W. Principals: Dean W. Misko and Lloyd D. Zikmund 50% each. Misko ownes sporting goods store and Zikmund is farmer and County Executive Director within Conservation Service. Their broadcasting corp. owns KNLV-AM, Ord. No other broadcast interests. Ann. Oct. 2.

■ Pigeon Forge, Tenn.—Judith G. Hayes seeks 105.5 mhz, 3.0 kw, HAAT: 177 ft. Address: PO 249 Franklin Tenn. 37064. Estimated construction cost $13,000; first year operating cost $24,000; revenue $48,000. Format: C&W/pop. Principal: Judith G Hayes (100%) who is salesperson for WIZO-AM-FM, Franklin, Tenn. Her husband, James H. Hayes is 25% owner of WIZO-AM-FM and 25% owner of WAXO, Lewisburg, Tenn. She has no other broadcast interests. Ann. Oct. 2.

■ St. Marys, W. Va.—Seven Ranges Radio Co. seeks 101.7 mhz, 3 kw, HAAT: 114 (H) ft. Address: Box 338 Newport Pike, Newport, Ohio 45768. Estimated construction cost $48,372; first quarter operating cost $57,880; revenue $75,000. Format: CW/pop/gospel. Principals: Donally Robert Eddy and Thomas Phillip Taggart (50% each). Eddy is salesman for electronic supplies corp. and 33% owner of Muskingum Broadcasting Co., which is applicant for station in Zanesville, Ohio. Taggart is chief operator for WABJ and WQTE both Adrian Mich. and is also 33% owner of Muskingum Broadcasting Co. Ann. Oct. 11.

TV applications

■ Medford, Ore.—Medford Channel 12 Limited Partnership seeks ch. 12; ERP 119 kw vis., 19.1 kw aur., HAAT 2690 ft.; ant. height above ground 138 ft. Address: 328 Bohny Dr. Wyckoff, N.J. 07481. Estimated construction cost $2,445,800 first-quarter operating cost $386,000; revenue $1,445,000. Legal counsel Thomas L. Siebert; consulting engineer William C King Jr. Principals: Wylie H. Whisonant, Jr. (87.5%), Channel 12 Associates (5%), Cornelius W. Jenkins (6.5%) and Larry D. Bennes 1%. Whisonant is account Vice president with American Express. Jenkins is dentist and Bennes is 100% owner of BenDel Broadcasting Corp. which has application pending for station in Muncie, Indiana. He also has interest in Pargo Broadcasting Corp., a CP applicant in Henderson, Nev. Ann. Oct. 12.

■ Medford, Ore.—Sunshine Television Inc. seeks ch. 12; ERP 190.5 kw vis., 19.1 kw aur., HAAT 2690 ft.; ant. height above ground 171 ft. Address: 801 N. Foothills Rd., Medford 97501. Estimated construction cost $2,064,800 first-year operating cost $767,958; revenue $1,752,000. Legal counsel: Lester W. Spillane; consulting engineer McClanathan and Associates. Principals: Owned equally by 10 stockholders of whom only Ronald H. Kramer has other current broadcast interests. He is Director of Broadcast Activities, KSOR Radio, the Southern Oregon State college station. The others are: Dunbar Carpenter (fruit grower); Kenyon Jones (cattle rancher), Nanette Holmes Tyson (homemaker); Benjamen Tyran (business consultant); R.J. Hogue (Vice chairman of timber company) John R. H. Holmes (president of direct marketing company), William M. Sammons (physician); Robertson E. Collins (part owner of loading service co.) and Ralph Thomsen (surgeon). Ann. Oct. 12.

AM actions

■ Willits, Calif.—Broadcast Bureau granted Redwood Empire Radio 1250 khz, 2.5 kw-D. Address: 565 Oak Knoll Rd., Ukiah, Calif. 95482. Estimated construction cost $87,738; first-year operating cost $59,470; revenue $85,000. Format: adult contemporary. Principals: Theodore S. Storck (51%) and Rod Pacini (49%). Storck is partner in Tehama County Radio, permittee of new FM at Red Bluff, Calif. He is also former licensee of KTCH-AM-FM Wayne, Neb. Pacini is former sales manager and assistant manager of KVKI(AM) Ukiah, Calif. (BP-781115AK). Action Oct. 2.

■ *Thief River Falls, Minn.—Broadcast Bureau granted Olmstead & Ives Broadcasting 1460 khz, 2.5 kw-D. P.O. address: 1107 Triangle Court, Princeton, Minn. 55371. Estimated construction cost $70,274; First-year operating cost $73,968; revenue $157,475. Format: country/standard pgs. Principals: Dale Roger Olmstead and Micahel J. Ives, each 50%. Olstead is salesman, announcer and engineer at KDLM(AM) Detroit Lakes, Minn., Ives is Minnesota businessman. Neither has broadcast holdings (BP781022AJ). Action Oct. 5.

■ Clarksville, Tenn.—Broadcast Bureau granted Two Rivers Broadcasting 1550 khz, 250 w-U, DA-2. P.O. address: Charles Anderson, J. Barry Williams, Clarksville. Estimated construction cost $30,950; first-year operating cost $54,469; revenue none given. Format: MOR. Principals: Charles M. Anderson and J. Barry Williams (50% each). Anderson is university professor and has majority interest in WKVE(AM) Cave City, Ky. with application for new AM in Murray, Ky. Williams owns 30% of WKVE (BP20,380). Action Oct. 5.

FM actions

■ *Haines, Alaska—Broadcast Bureau granted Lynn Canal Broadcasting 102.3 mhz, 3 kw, HAAT: −1220 ft. Address: P.O. Box 245, Haines 99827. Estimated construction costs $118,000; first year operating cost $142,200; revenue $13,000. Applicant is nonprofit corp.; Harold E. Hopper is president (BPED790123AG). Action Oct. 3.

■ Prescott, Ariz.—Broadcast Bureau granted Southwest FM Broadcasting Co. 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1631, Prescott 86302. Estimated construction cost $60,352; first-quarter operating cost $10,800 and revenue $9,000. Format: country. Principals: Lou Silverstein and his wife, Nancy (80% held jointly) and two others. Silversteins own KYCA(AM) Prescott, where he is manager and she is program director (BPH790316AF). Action Oct. 12.

■ *Hoopa, Calif.—Hoopa Valley Telecommunications Corp. seeks 91.3 mhz, 250 kw, HAAT: 1,556 ft. Address: P.O. Box 1220, Hoopa 95546. Estimated construction cost $253,231; first-quarter operating cost $22,500; revenue $154,162. Applicant is non-profit organization; Byron Nelson Jr. is chairman of the

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The Week in Brief

FINANCIAL FIX ☐ Financial analysts are generally pleased with the third quarter results of broadcasting issues, but are wary of an advertising slowdown in the last quarter. **PAGE 24.**

THE CRUNCH ON KID'S TV ☐ FCC staff report proposes mandatory educational children's TV requirements until such time as new media cure what is called failure in marketplace. **PAGE 24.**

WINNING SOME, LOSING SOME ☐ U.S. WARC delegation makes some progress on proposals for AM and shortwave, has problems trying to retain frequencies for radar. **PAGE 27.**

STORER SWITCHES ☐ The broadcasting and cable concern reorganizes its top executive ranks, with Chairman Michaels giving his chief executive officer duties to Peter Storer and Terry Lee moving up to president and chief operating officer among them. **PAGE 28.**

GETTING THEIR ACTS TOGETHER ☐ With 10 hats already officially in the ring, this "Special Report" offers an in-depth study of presidential hopefuls and media advisers as they map strategies. **PAGE 30.** And the networks are wasting no time in drawing up their plans to cover the campaigning. **PAGE 42.**

HEAT FROM GOLDWATER ☐ The Arizona Republican serves notice that if the FCC doesn't resolve the access complaint of the Carter-Mondale Committee, Congress will step in. **PAGE 42.**

CABLE GETS HEALTHIER ☐ A financial study of 13 major companies finds steady growth in revenues, profits and cash flow. **PAGE 44.**

ON BOARD AT FTC ☐ Patricia Bailey is sworn in as commissioner, filling a post that had been vacant since last March 9. **PAGE 53.** And she wastes no time in expressing her ideas about what needs to be done. **PAGE 54.**

NEW PLAYER IN BOSTON ☐ Hub Broadcasting joins the competition for channel 7 in that city. **PAGE 55.**

CBS-TV's TURN ☐ The network scores its first ratings win of the season during the week ended Oct. 28. **PAGE 57**

JOINS THE CLUB ☐ Noncommercial KCET(TV) Los Angeles is the latest to try teletext. **PAGE 62.**

THREE MILE ISLAND COVERAGE ☐ A presidential commission concludes that the news media did the best they could in reporting the nuclear mishap, but that news people were ill-equipped to master the technical complexities. **PAGE 61.**

MORE ON SMPTE ☐ Ampex's Anderson tells the Los Angeles conference that digital VTR will not take over until it offers features now standard on one-inch helical machines. **PAGE 62.** DeBonis reports to the delegates on ABC's complicated logistics and equipment plans for coverage of the 1980 winter Olympics. **PAGE 64.**

MONEY FOR WESTAR ☐ Fairchild and Continental Telephone buy into the Western Union satellite operation for a price estimated up to $100 million. **PAGE 63.**

FROM THE RANKS ☐ A former Marine Corps captain did 17 years of basic training in sales and management posts within NBC before taking on his biggest assignment for the network. It's the story of Bob Walsh, who moved into the presidency of the NBC Television Stations in August. **PAGE 89.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50, *Cable Sourcebook* $20, *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change Revenues	% Change	Net Income	% Change	Per Share	Year earlier Revenues	Net Income	Per Share
ABC Inc.	39 wk 9/29	$1,422,044,000	+ 12.8	$114,364,000	+ 26.9	4.08	$1,259,991,000	$90,069,000	3.26
Affiliated Publications	9 mo. 9/30	132,839,000	+ 18.1	6,895,000	+ 28.2	2.10	112,280,000	5,377,000	1.60
John Blair & Co.	9 mo. 9/30	141,591,000	+ 13.7	8,867,000	+ 19.1	2.39	124,472,000	7,443,000	2.03
Capital Cities Comm.	9 mo. 9/30	299,781,000	+ 12.7	45,122,000	+ 15.1	3.29	265,9[illegible],000	39,200,000	2.74
Cohu	9 mo. 9/30	16,865,693	+ 20.1	912,290	+152.1	54	14,032,850	361,851	21
Cox Broadcasting	9 mo. 9/30	193,168,000	+ 19	31,756,000	+ 35	4.72	162,916,000	23,500,000	3.52
Farinon	6 mo. 9/30	47,324,000	+ 18	1,665,000	− 20	34	40,079,000	2,080,000	.44
Heritage Communications	9 mo. 9/30	10,433,769	+126.6	6,434,246	*	2.68	4,602,657	−94,403	–
Interpublic	9 mo. 9/30	261,805,000	+ 19.5	14,600,000	+ 27.4	3.31	219,131,000	11,457,000	2.60
Knight-Ridder	9 mo. 9/30	712,765,000	+ 12	63,900,000	+ 18.9	1.94	636,029,000	53,733,000	1.64
Liberty Corp.	9 mo. 9/30	199,631,000	+ 6.1	24,879,000	+ 8.0	1.91	188,066,000	23,018,000	1.71
Meredith Corp.	3 mo. 9/30	82,379,000	+ 7.4	4,517,000	+ 26.5	1.45	76,697,000	3,572,000	1.16
Metromedia	9 mo. 9/30	278,802,000	+ 14.3	25,729,000	+ 14.2	5.60	243,741,000	22,516,000	4.39
Orrox	9 mo. 9/30	7,279,731	+ 67.6	1,447,856	+324.7	.84	4,336,784	340,833	.17
Schering-Plough	9 mo. 9/30	1,0[illegible],706,000	+ 31.6	179,430,000	+ 14.6	3.33	834,452,000	156,488,000	2.92
J. Walter Thompson	9 mo. 9/30	172,719,000	+ 12.1	7,278,000	− 6.1	2.41	154,080,000	7,745,000	2.58
Transamerica	9 mo. 9/30	2,986,309,000	+ 13.9	182,553,000	+ 11.3	2.82	2,603,500,000	163,927,000	2.45
Taft Broadcasting	6 mo. 9/30	125,839,000	+ 28.3	19,172,000	+ 20.0	2.23	98,042,000	15,973,000	1.89
Valtec Corp.	9 mo. 9/30	44,065,000	+ 50.9	2,093,000	+ 48.4	52	29,186,000	1,410,000	.35
Washington Post Co.	39 wk. 9/30	420,027,000	+ 13.1	31,992,000	− 5.2	2.03	371,054,000	33,751,000	2.07
Wometco	36 wk. 9/8	209,951,000	+ 10.8	13,801,000	+ 2.0	1.51	189,436,000	13,522,000	1.47
Zenith Radio	9 mo. 9/30	754,500,000	+ 7.2	11,300,000	− 14.8	60	703,400,000	13,100,000	.70

general manager of stations. WCMT(AM) is 1 kw daytimer on 1410 khz. WCMT-FM is on 101.7 mhz with 3 kw and antenna 175 feet above average terrain.

■ KWIV(AM) Douglas, Wyo.: Sold by Douglas Broadcasting Inc. to Jackalope Radio Inc. for $305,000. Seller is principally owned by Henry Fondren and Kathy Swaine, who have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCSR(AM)-KQSK(FM) Chadron and KVSH(AM) Valentine, both Nebraska, and KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. KWIV is on 1470 khz with 1 kw day and 250 w night.

■ WDHP(FM) Presque Isle, Me.: Sold by for $225,000. Seller is owned by Clarence B. Dow, Philip G. Plourde and Henry Hebert (one-third each). None has other broadcast interests. Buyer, principally owned by R. Murray Briggs and his brother. Allison, also owns WFST-AM-FM Caribou, Me. WDHP is on 96.9 mhz with 100 kw and antenna 440 feet.

■ KCLR(AM) Ralls, Tex.: Sold by KCLR Inc. to Pete Rodriguez for $215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriguez owns restaurant and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. KCLR is 5 kw daytimer on 1530 khz.

APPROVED

■ WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio: Sold by Queen City Communications to Mariner Communications for $17 million, most ever paid for AM-FM combination. Seller is principally owned by Jay Thompson, who has no other broadcast interests. Charles Murdock, general manager and 10% owner, will transfer his interest to seller and remains as general manager. Buyer, principally owned by Joe Scallon, also owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo. WLW is on 700 khz with 50 kw full time. WLWS is on 96.5 mhz with 50 kw and antenna 433 feet above average terrain.

■ Other approved station sales include: WPBR(AM) Palm Beach, Fla.; KWPR(AM) Claremore, Okla., and WFDT(AM) Columbia City, Ind. (see page 68).

■ East Bank Cable TV Inc., Harahan and Kenner, both Louisiana: Sold by Charles Lambert to Cox Cable Communications

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ment of Ohio Inc. to HBC Inc. for $1.3 million. Seller is owned by Tom Greene and Joel Thrope, who also own WCNW(AM) Fairfield and, along with Sam Frankel, WABY(AM) Albany, N.Y.; WINF(AM) Manchester, Conn.; WRKR-AM-FM Racine, Wis., and WNDB(AM)-WWLV(FM) Daytona Beach, Fla. Buyer is owned by Representative Cecil Heftel (D-Hawaii) and family, who also owns KOZN-FM San Diego; WXKS-AM-FM Medford, Mass.; WIKS(FM) Greenfield, Ind. WLUP(FM) Chicago and KGMD-TV Hilo, KGMV-TV Maui and KGMB(AM) Honolulu, all Hawaii. Ann. Oct. 17.

■ KOFM(FM) Oklahoma City (104.1 mhz, 100 kw)—Seeks assignment of license from American Radio Corp. of Oklahoma to Guy Gannett Broadcasting Services Inc. for $3.9 million. Seller is owned by Robert Freeman, Frank Carney, Lloyd Denniston and Gary Dick, who have also sold their only other broadcast interest, KEYN-AM-FM Wichita, Kan., subject to FCC approval (BROADCASTING, July 23). Buyer is subsidiary of Guy Gannett Publishing Co., publisher of four Maine newspapers and owner of WGAN-AM-FM-TV Portland, Me.; WHYN-AM-FM-TV Springfield, Mass.; WINZ-AM-FM Miami Beach, Fla., and KSTT(AM) Davenport, Iowa-WXLP-FM Moline, Ill. Jean Hawley is chairman of parent company; John R. DiMatteo is president. Ann. Oct. 17.

■ WEEO(AM) Waynesboro, Pa. (1130 khz, 1 kw-D)Seeks assignment of license from Raystay Co. to Michael Ameigh for $350,000. Seller, owned by George Gardner and family, also owns WQVE(FM) Mechanicsburg, Pa., and cable system in Carlisle and Waynesboro, both Pennsylvania. Ameigh is part owner of WMNS(AM)-WMJZ(FM) Olean, N.Y., which has been sold, subject to FCC approval. Ann. Oct. 19.

■ WCMT-AM-FM Martin, Tenn. (AM: 1410 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Jones T. Sudbury to Thunderbolt Broadcasting Co. for $420,000. Sudbury has no other broadcast interests. Buyer is owned by Harold T. Brundige (80%) and Ernest H. Youngblood (20%). Brundige is Martin attorney and businessman; Youngblood is general manager of stations. Ann. Oct. 17.

■ KCLR(AM) Ralls, Tex. (1530 khz, 5 kw-D)—Seeks assignment of license from KCLR Inc. to Pete Rodriquez for $215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriquez owns restaurants and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. Ann. Oct. 17.

■ WIVE-FM Ashland, Va. (100.1 mhz, 3 kw)—Seeks assignment of license from Christian Enterprises Inc. to Bible Broadcasting Network Inc. for $525,000. Seller is non-profit corporation which also owns WKDH(AM) Ashland. James N. Birkitt is president. Buyer is equally owned by Lowell Davey and his wife, Georgeanna, and his brother, Keith, and Keith's wife, Yvonne. They also own WHPE(AM) High Point, N.C.; WAVO(AM) Decatur, Ga., and WYFI(AM) Norfolk, Va. Ann. Oct. 17.

■ WADC(AM)-WIBZ(FM) Parkersburg, W. Va. (1050 khz, 5 kw-D; 99.3 mhz, 3 kw)—Seeks assignment of license from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for $1,024,000 plus $150,000 for covenant not to compete. Seller is owned by Calvin Dailey Jr., who also has interest in WLIT(AM) Steubenville, Ohio. Buyer is owned by Gerald P. Mikitka, Chicago investment broker and part owner of WKZN-AM-FM Zion, Ill., purchased last July (BROADCASTING, July 16), and KIXY-AM-FM San Angelo, Tex. Ann. Oct. 25.

■ KWIV(AM) Douglas, Wyo. (1470 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Douglas Broadcasting Inc. to Jackalope Radio Inc. for $305,000. Seller is principally owned by Harry Fondren and Kathy Swaine (46.15%). They have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCSR(AM)-KQSK(FM) Chadron, and KVSH(AM) Valentine, both Nebraska, and 50% of KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. Ann. Oct. 17.

Actions

■ WPBR(AM) Palm Beach, Fla. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from GR Group Inc. to WPBR Inc. for $300,000. Seller is owned by Gerson Reichman, who has no other broadcast interests. Buyer is owned by Everett H. Aspinwall and his wife, Valerie (50% each). Everett is general manager and Valerie is program director of station. They have no other broadcast interests. (BAL790618EC). Action Oct. 17.

■ KWPR(AM) Claremore, Okla. (1270 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Green Country Broadcasting Inc. to Warren Broadcasting Inc. for $300,000. Seller is owned by Jack T. Marshall and Gale Welch (34.21% each), Bob C. Roden (26.44%) and Leon Shearhart (5.14%). None has other broadcast interests. Buyer is owned by Roy L. Warren and his wife, Billie. They are retired and have no other broadcast interests (BAL790803FH). Action Oct. 16.

■ WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio (AM: 700 khz, 50 kw-U; FM: 96.5, 50 kw)—Broadcast Bureau granted assignment of license from WLW Radio Inc. and WLW Radio of Hamilton Inc., respectively, to Mariner Communications Co. for $17 million. Seller, principally owned by Jay C. Thompson, has no other broadcast interests. Buyer is principally owned by Joe Scallon. It also owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo. (BAL790806FO, BALH790806FP). Action Oct. 16.

■ WFDT(AM) Columbia City, Ind. (160.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WFDT Broadcasting Inc. to Indiana Broadcast Associates for $185,000. Seller is principally owned by Leon Buck and W. Douglas McLuen, who also own WVTL(AM) Monticello, Ind., and WVLJ(AM) Monticello, Ill. In addition, Buck is sole owner of KBIB(AM) Monette, Ark. Buyer is principally owned by Arnold Malkan (87½%), who is also principal of KEYS(AM) Corpus Christi, Tex.; WNOR-AM-FM Norfolk, Va., and WDJX(FM) Xenia, Ohio. (BALH790611GU). Action Oct. 11.

Facilities Changes

AM actions

■ KNIX(AM) Tempe, Ariz.—Granted CP to make changes in ant. sys.; change TL to NW corner of Center St. and McKelleps Rd., Tempe; move daytime operation to location of proposed nighttime site; change type of trans. (BP790316AH). Action Oct. 16.

■ WIPC(AM) Lake Wales, Fla.—Granted CP changing hours of operation to unlimited with 500 w-DA-N; conditions (BP781005AC). Action Oct. 17.

■ KBGN(AM) Meridian, Ind.—Returned application for CP to add nighttime hours of operation (ARN781002AI). Action Oct. 15.

■ WRGC(AM) Sylva, N.C.—Granted CP to use formerly authorized daytime trans. and ant. as auxiliary daytime site (BP-20,847). Action Oct. 15.

■ KTVX(AM) Salt Lake City—Granted mod. of CP changing TL; ERP: 32.4 kw(H); max ERP: 32.4 kw(H), and ant. height: 3870 ft. (H). (BMPCT790616KG). Action Oct. 15.

FM actions

■ WDRC-FM Hartford, Conn.—Granted CP changing TPO; ERP: 19.5 kw (H&V), and ant. height: 810 ft. (H&V) (BPH10803). Action Oct. 15.

■ *WAEE(FM) Chicago—Granted mod. of CP to make changes in ant. sys.; change TL to South Chicago; change remote control to 1950 East 71st St., Chicago; change type of trans.; change type of ant. (BMPED790919AJ). Action Oct. 23.

TV action

■ KRMA-TV Denver—Granted request for authority to change SL to 1261 Glenarm Place, Denver, and operate trans. by remote control from there (BRCETV790612KE). Action Oct. 4.

In Contest

FCC actions

FM licenses

■ WIGR(FM) Indianapolis, Ind., Indiana Central University. Reinstated call letters and license of noncommercial educational FM broadcast station. Action Oct. 17.

■ The Commission has refused to act on a petition by AM radio station KXA, Seattle, for an increase to 50 kilowatts in daytime power, addition of nighttime hours of operation and relocation of its transmitter and denied the station's request for waiver of the FCC clear channel rules. Action Oct. 15.

■ The Commission has directed its Broadcast Bureau to prepare an order requiring Educational Broadcasting Corporation, licensee of WNET-TV, Newark, N.J., which has its main studio in New York City, to submit a plan within 30 days for maintaining a fully adequate studio in New Jersey. The staff was to include in the order a directive that WNET-TV update the description of its programing designed to serve New Jersey which the Commission accepted in a decision last March. Action Oct. 24.

Cable

■ The following cable operators have filed service registrations:

■ Horry Cable TV Inc. for Forestbrook, S.C. (SC0142) new system.

■ Siloam Spring Cable TV for Siloam Springs, Ark. (AR0017) add signal.

■ Ohio Video Cable Services Inc. for Johnstown, Ohio (OH0694) new system.

■ National Cable Co. of Pennsylvania Ltd. et al for Rural Valley, Pa. (PA1821) new system.

■ Cox Cable of Norfolk, Inc. for Norfolk, Virginia Beach, and Portsmouth, all Virginia (VA0139, 66, 40) add signal.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

C1750-1

TVB at quarter-century mark: Poised for even bigger business future

Broadcasting® Nov 12
The newsweekly of broadcasting and allied arts
Our 49th Year 1979

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To put it another way, if you want women 18-49, you want Starsky & Hutch.

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NEWSPAPER

Broadcasting Nov 12

The Week in Brief

NETWORK RACES TIGHTEN ☐ ABC-TV still leads comfortably but the competition mounts some strong challenges. **PAGE 31.**

OKAY FOR VIACOM ☐ The FCC unanimously approves its acquisition of Sonderling. **PAGE 32.**

TIGHTENING THE REINS ☐ Senator Ford introduces legislation that would narrow the FTC's subpoena power, restrict public participation funding, end the children's advertising inquiry, among other actions. **PAGE 33.**

ONCE AGAIN ☐ Senate Republicans circulate modifications to S. 622—the Goldwater-Schmitt rewrite—that propose changes in the broadcast, cable and common carrier areas. **PAGE 34.**

RESERVED SATELLITE SLOTS ☐ The Third World countries at WARC push for a future conference that would divvy up orbital positions. **PAGE 34.**

TV'S COME A LONG WAY ☐ With the Television Bureau of Advertising holding its silver anniversary meeting this week in Atlanta, a Special Report focuses on that organization and the medium it has championed so well. **PAGE 36.** In a question-and-answer session with BROADCASTING, TVB President Roger Rice discusses the current health of television and offers a look at what's ahead. **PAGE 38.** TVB's success over the last quarter century didn't always come easily. A flip back of some of the pages of the organization's history explains. **PAGE 42.** An advance on who and what is on the Atlanta agenda. **PAGE 46.**

'JAWS' CHEWS COMPETITION ☐ Universal's theater film delivers the second highest TV rating ever among motion pictures. It gives ABC-TV the numbers for the week ended Nov. 4. **PAGE 49.**

SHIBEN'S SHOP ☐ In the wake of GAO criticism, the FCC drastically reorganizes its Broadcast Bureau under Richard Shiben. **PAGE 61.**

TOO SOON ☐ The three TV networks claim it is too early to sell political time in half-hour blocks. They answer a Carter-Mondale Committee complaint to the FCC by citing massive disruptions to schedules that could stem from equal-time demands. **PAGE 62.**

WHICH WAY? ☐ Nine citizen groups attack the FCC's proposals for radio deregulation, contending that the rulemaking fails to clearly indicate the commission's goals. **PAGE 66.**

RAB REALIGNS ☐ The Radio Advertising Bureau reorganizes into four divisions and plans to expand its staff. **PAGE 73.**

PERENCHIO REBUFFED ☐ Opposition by two Columbia Pictures shareholders prompts the Tandem president to withdraw his offer to buy 25% of CP. **PAGE 73.**

CARTER-KENNEDY DEBATE ☐ The Democratic candidates agree to a Des Moines confrontation. But the federal election law may be an obstacle. **PAGE 79.**

MOBIL'S MAD ☐ The corporation buys ads in major newspapers and trade magazines to protest CBS's handling of stories on its third-quarter profits. **PAGE 80.**

STAYING IN HIGH GEAR ☐ There are neither rocking chairs nor gardens in the plans of 64-year-old Bill Hesse when he leaves his AAAA vice presidency at the end of the year. Rather, he will immediately switch over to the chairmanship of Fahlgren & Ferriss to implement expansion for that agency in New York and Washington. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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for Static Guard begins Dec. 10 in 10 markets including New York and Boston. Spots will run during fringe times. Agency: Draper Daniels, Chicago. Target: women, 18-49.

Knirps □ Two-week campaign for umbrellas begins Dec. 10 in about 15 markets including New York and Chicago. Spots will run during day, fringe and prime times. Agency: Kelly Scott & Madison, Chicago. Target: total adults.

Whirlpool □ One-week campaign for microwave ovens begins Nov. 14 in 34 markets with spots in news and prime times. Agency: D'Arcy MacManus & Masius, Bloomfield Hills, Mich. Target: women, 18-49.

RADIO ONLY

Superior Fast Freight □ Fifty-two-week campaign for freight forwarding service begins Jan. 1 in Los Angeles, Seattle, Phoenix, Portland and Eugene, both Oregon, Seattle and Spokane, Wash. Spots are placed primarily during morning and afternoon drive times. Agency: Spectrum Advertising, Seattle. Target: men, 25-49.

Pacific Gas & Electric □ Six-week campaign for energy conservation begins today (Nov. 12) in eight California markets. Campaign will stress "Get ready for Winter" energy conservation program. Spots will run during morning and afternoon drive times. Agency: Media Investment Services, San Francisco. Target: adults, 25-54.

Caves Alianca □ Four-week campaign for Alianca wine begins Nov. 26 in four markets including Philadelphia. Spots will run during morning and afternoon drive times plus Saturday afternoon. Agency: Marvin H. Frank, Chicago. Target: adults, 18-49.

Dannon □ Four-week campaign for yogurt begins in January in about 30 markets including Atlanta, Dallas/Fort Worth, Nashville, St. Louis, Indianapolis and Baltimore. Agency: Marsteller, New York. Target: adults, 18-49.

Keyes Fibre □ Three-week campaign for Chinet paper plates begins Dec. 3 in 12 markets including New York. Spots will be running in all dayparts. Agency: American Media Consultants, Los Angeles. Target: women, 18-34.

Weisfield's □ Two-week campaign for jewelry starts Nov. 28 in 31 markets in California, Oregon, Washington, Arizona and Nevada. Agency: Cole & Weber, Seattle. Target: adults, 18-24.

Celanese Corp. □ Two-week campaign for supersuede fabric begins Nov. 26 in about eight markets including Boston and Philadelphia. Agency: Doyle Dane Bernbach, New York. Target: women, 25-54.

Dubuque Packing Co. □ One-week Thanksgiving promotion for various meat products begins today (Nov. 12) in 40 markets. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

Prime Time Publications □ One-week campaign for new *Prime Time* magazine begins Dec. 4 in Los Angeles, Washington, Chicago and New York. Agency: Drossman, Yustein, Cloves, New York. Target: adults, 35-64.

Fall increase. Investments in network television in September climbed by 18.3% to $405,380,600, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising.

For the first nine months of the year, the figures show that network TV expenditures rose by 13.7% to $3,197,370,100. ABC-TV was in the kingpin position for the period with $1,160,612,100, followed by CBS-TV, $1,058,656,700 and NBC-TV, $978,101,300.

	September			**January-September**		
	1978	1979	% change	1978	1979	% change
Daytime	$119,485,200	$140,581,600	+17.7	$968,147,600	$1,087,545,500	+12.3
Mon.-Fri.	69,974,000	76,489,500	+ 9.3	664,626,100	726,441,500	+ 9.3
Sat.-Sun.	49,511,200	64,092,100	+29.4	303,521,500	361,104,000	+19.0
Nighttime	223,049,100	264,799,000	+18.7	1,844,609,700	2,109,824,600	+14.4
Total	$342,534,300	$405,380,600	+18.3	$2,812,757,300	$3,197,370,100	+13.7

	ABC	**CBS**	**NBC**	**Total**
January	$118,635,300	$113,706,300	$127,111,300*	$359,452,900*
February	131,387,400	118,562,200*	103,456,700	353,416,300*
March	138,522,600	118,101,100*	113,657,600	370,281,300*
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,572,300*	108,053,600	99,193,000	323,818,900*
July	104,002,000*	101,583,300	90,992,000*	296,577,300*
August	110,302,400*	102,620,500*	90,707,900	303,630,800*
September	151,545,300	134,719,000	119,116,300	405,380,600
Year-to-date	$1,160,612,100	$1,058,656,700	$978,101,300	$3,197,370,100

*Revised

"GRIZZLY ADAMS" SOLD MARKETS

KHJ-TV	Los Angeles
WGN-TV	Chicago
CBET	Detroit
WXNE-TV	Boston
KTVT	Dallas-Fort Worth
WPGH-TV	Pittsburgh
KHTV	Houston
WANX-TV	Atlanta
KMSP-TV	Minneapolis-St. Paul
WTVT	Tampa-St. Petersburg
KCRA-TV	Sacramento-Stockton
KWGN	Denver
WVTV	Milwaukee
KATU	Portland, Or.
WSM-TV	Nashville
KTVK-TV	Phoenix-Flagstaff
WFBC-TV	Greenville-Spart-Asheville
WBTV	Charlotte
XETV	San Diego
WOTV	Grand Rapids-K'mazoo-B. Creek
WOFL	Orlando-Daytona Beach
WYAH-TV	Norfolk-P'mouth-N. News
KUTV	Salt Lake City
KARK	Little Rock
WNEM-TV	Flint-S'naw-B. City
WUHF	Rochester
WICS-TV	Champaign & S'fld-Decatur
WOC-TV	Davenport-R. Island-Moline
KREM-TV	Spokane
WCSH	Portland-Poland Spring
WJHL-TV	Tri-Cities (Tn-Va)
WFFT-TV	Fort Wayne
KELO-TV	Sioux Falls
WHYN-TV	Springfield, Mass.
KVIA-TV	El Paso
KVII-TV	Amarillo
WCBD-TV	Charleston, S.C.
KVAL	Eugene
KTVB	Boise
KCRL-TV	Reno
KFYR-TV	Minot-B'marck-Dickinson
KTSB	Topeka
KPWR-TV	Bakersfield
KEVN-TV	Rapid City
KULR	Billings
KMTV	Twin Falls
KIMO-TV	Anchorage

Broadcasting Nov 12
Vol. 97 No. 20

TOP OF THE WEEK

Network races tighten up

Since Sept. 17, when all three television networks began competing with new programs, ABC-TV has managed to maintain its position as the number-one network. Holding to an average rating of 19.8 for the seven-week season, the top network is remaining ahead of number-two NBC-TV by 1.4 rating points and is outdistancing number-three CBS-TV by 2.1.

Through Nov. 4, however, CBS has managed to place six of the top-10 regular series while—in marked contrast to the results at the end of October 1978—ABC has three shows among the leading series. NBC has one.

At the same point last season, ABC boasted eight of the top-10 series. The other networks had one each.

These figures have been supplied by CBS, and ABC—which began its season a week earlier than the others—has slightly different numbers for this year's competition. According to ABC's eight-week compilation, it leads with 19.9 rating versus NBC's 18.0 and CBS's 17.8.

But both sets of figures suggest a considerably closer network contest this year than last. Through October of last season ABC had a 20.5 rating, NBC a 19.5 and CBS trailed with a 17.3.

While CBS can take pride in the performances of its regular shows thus far, the network must also claim the bulk of the season's losers. It has six of the bottom-10 programs as well. ABC can claim that distinction for three of its programs. NBC's sole entry at the bottom is its *Prime Time Sunday* magazine.

Eight of the bottom programs have been canceled or removed with only ABC's *Detective School* (66th) and *Prime Time* (64th) still holding slots in network schedules.

Among the new programs this year, CBS's *Trapper John, M.D.* (15th) ranks the highest. That network's new *Archie Bunker's Place* ranks 16th for the season-

PRIME TIME'S SEASON TO DATE □ SERIES PROGRAMING SEPT. 17-NOV. 4

RANK	PROGRAM (NETWORK)	RATING	SHARE
1.	*60 Minutes* (CBS)	26.5	44
2.	*Three's Company* (ABC)	25.8	40
3.	*M*A*S*H* (CBS)	25.5	38
4.	*Alice* (CBS)	24.8	37
5.	*One Day at a Time* (CBS)	24.3	36
6.	*Eight Is Enough* (ABC)	24.2	40
7.	*Little House on the Prairie* (NBC)	24.2	38
8.	*Charlie's Angels* (ABC)	23.9	37
9.	*The Jeffersons* (CBS)	23.6	36
10.	*Dallas* (CBS)	22.7	39
11.	*WKRP in Cincinnati* (CBS)	22.7	34
12.	*CHiPs* (NBC)	22.4	42
13.	*Barney Miller* (ABC)	21.7	35
14.	*Mork & Mindy* (ABC)	21.7	34
15.	*Trapper John, M.D.** (CBS)	21.6	38
16.	*Archie Bunker's Place** (CBS)	21.6	33
17.	*ABC Sunday Night Movie* (ABC)	21.3	34
18.	*Dukes of Hazzard* (CBS)	21.1	36
19.	*NBC Monday Night Movie* (NBC)	21.1	34
20.	*Happy Days* (ABC)	21.0	35
21.	*Angie* (ABC)	21.0	33
22.	*Benson** (ABC)	20.9	34
23.	*Taxi* (ABC)	20.9	33
24.	*Soap* (ABC)	20.6	33
25.	*Vega$* (ABC)	20.4	35
26.	*Diff'rent Strokes* (NBC)	20.0	35
27.	*Love Boat* (ABC)	19.8	35
28.	*Laverne & Shirley* (ABC)	19.8	33
29.	*Quincy, M.E.* (NBC)	19.8	32
30.	*Hart to Hart** (ABC)	19.0	35
31.	*Big Event* (NBC)	19.0	29
32.	*Real People* (NBC)	18.8	30
33.	*Misadventures of Sheriff Lobo** (NBC)	18.6	30
34.	*BJ & the Bear* (NBC)	18.4	33
35.	*NFL Monday Night Football* (ABC)	18.4	31
36.	*CBS Tuesday Night Movie* (CBS)	18.3	30
37.	*Lou Grant* (CBS)	18.1	30
38.	*Barnaby Jones* (CBS)	18.0	31
39.	*Fantasy Island* (ABC)	17.8	32
40.	*The Waltons* (CBS)	17.7	29
41.	*Rockford Files* (NBC)	17.6	30
42.	*NBC Tuesday Night Movie* (NBC)	17.6	29
43.	*Best of Saturday Night Live** (NBC)	17.4	30
44.	*20/20* (ABC)	17.4	30
45.	*Buck Rogers in the 25th Century** (NBC)	17.4	28
46.	*Hello, Larry* (NBC)	16.9	28
47.	*Incredible Hulk* (CBS)	16.8	30
48.	*Disney's Wonderful World* (NBC)	16.6	27
49.	*Hawaii Five-O* (CBS)	16.5	27
50.	*NBC Wednesday Night Movie* (NBC)	16.5	27
51.	*A Man Called Sloane** (NBC)	16.4	31
52.	*The Associates** (ABC)	16.4	25
53.	*White Shadow* (CBS)	16.2	25
54.	*Kate Loves a Mystery** (NBC)	16.0	28
55.	*CBS Wednesday Night Movie* (CBS)	15.8	25
56.	*ABC Friday Night Movie* (ABC)	15.6	27
57.	*Shirley** (NBC)	15.3	27
58.	*240-Robert** (ABC)	15.2	24
59.	*California Fever** (CBS)	14.5	23
60.	*The Ropers* (ABC)	14.2	27
61.	*Eischied** (NBC)	14.1	24
62.	*Lazarus Syndrome** (ABC)	13.7	23
63.	*Salvage-1* (ABC)	13.1	21
64.	*Prime Time Sunday** (NBC)	12.5	22
65.	*Last Resort** (CBS)	12.4	20
66.	*Detective School** (ABC)	12.2	23
67.	*Paris** (CBS)	11.2	22
68.	*Struck by Lightning** (CBS)	10.7	17
69.	*Out of the Blue** (ABC)	10.3	18
70.	*Bad News Bears* (CBS)	9.9	18
71.	*New Kind of Family** (ABC)	9.8	17
72.	*Working Stiffs** (CBS)	8.3	16
73.	*Big Shamus, Little Shamus** (CBS)	8.2	15

□

*New program.

Only one regular series, CBS-TV's *Working Stiffs*, has been officially canceled this season. Several shows have been pulled from network line-ups, however, with suggestions that they may return. On ABC-TV those programs are: *The Associates, Lazarus Syndrome, Out of the Blue* and *A New Kind of Family.* On CBS-TV programs in limbo are: *Last Resort, Paris, Struck by Lightning, Bad News Bears* and *Big Shamus, Little Shamus.* NBC-TV has pulled none of its programs. Compiled by CBS research department from A.C. Nielsen data.

to-date. *Benson* (22d) ranks as ABC's highest rated new program. NBC's is *Misadventures of Sheriff Lobo* at 33d rank.

Among returning series, there has been a considerable fall-off for many of the ABC programs that carried that network to its rating dominance last year. Although *Three's Company* (second), *Eight Is Enough* (sixth) and *Charlie's Angels* (eighth) have remained in their customary top-10 positions, other network stalwarts such as *Barney Miller* (13th), *Mork & Mindy* (14th), *Happy Days* (20th), *Taxi* (23d) and *Laverne & Shirley* (28th) have dropped out of that exclusive club.

CBS has done well with its long-dominant Sunday night line-up, which is headed by the number-one program of the season, *60 Minutes.* Its other Sunday programs among the top-10 are *Alice* (fourth), *One Day at a Time* (fifth) and *The Jeffersons* (ninth). CBS's performance has also been boosted by the continuing strong showing of *M*A*S*H* (third) and the number-10 show, *Dallas.* Of all returning programs on any network, *Dallas's* improvement over last season is the greatest. (At this time last year, it ranked 59th.)

NBC's *Little House on the Prairie* remains as that network's only top-10 show—as it was last year—but the network's over-all improvement can best be seen toward the bottom of the scale. In sharp contrast to last season when seven NBC shows were among the bottom-20 programs, thus far this season it has four—*Kate Loves a Mystery* (54th), *Shirley* (57th), *Eischied* (61st) and *Prime Time* (64th).

Special Report

TELEVISION ADVERTISING: THE WAY THINGS WERE, AND MAY BE

Total-ad volume and television ad volume from 1960 to 1978 (actual) with projections through 1990

	Ad volume		TV ad volume		
	$Millions	% Change	$Millions	% Change	% of Ad Volume
1990	148,000		40,000		27.0
1985	89,380	+10.0	21,645	+12.5	24.2
1984	81,260	+10.0	19,210	+12.5	23.6
1983	73,870	+10.0	17,070	+12.5	23.1
1982	67,160	+13.0	15,170	+18.0	22.6
1981	61,050	+13.0	13,490	+18.0	22.1
1980	55,500	+13.0	12,015	+18.0	21.6
1979	49,130	+12.0	10,180	+13.0	20.7
1978	43,840	+15.0	8,979	+18.0	20.5
1977	38,120	+13.0	7,612	+13.3	20.0
1976	33,720	+19.4	6,721	+27.7	19.9
1975	28,230	+ 5.6	5,263	+ 8.5	18.6
1974	26,730	+ 6.4	4,851	+ 8.8	18.1
1973	25,120	+ 7.8	4,460	+ 9.0	17.8
1972	23,300	+12.3	4,091	+15.8	17.6
1971	20,740	+ 6.1	3,534	− 1.7	17.0
1970	19,550	+ 0.7	3,596	+ 0.3	18.4
1969	19,420	+ 7.4	3,585	+11.0	18.5
1968	18,090	+ 7.2	3,231	+11.1	17.9
1967	16,870	+ 1.4	2,909	+ 3.0	17.2
1966	16,630	+ 9.0	2,823	+12.2	17.0
1965	15,250	+ 1.8	2,515	+ 9.9	16.5
1964	14,150	+ 8.0	2,289	+12.6	16.2
1963	13,100	+ 5.4	2,032	+ 7.1	15.5
1962	12,430	+ 4.8	1,897	+12.2	15.3
1961	11,860	− 0.8	1,691	+ 3.9	14.3
1960	11,960	+ 6.1	1,627	+ 6.4	13.6

By 1979 standards, television in 1954 was a pygmy. Billings were a little over $800 million, an exciting figure in those days but less than 8% of the almost $10.2 billion projected for this year. That growth has been the product of many factors, most important the inherent vitality and sales effectiveness of television itself, strengthened by far-reaching advances in the arts and technologies of programing and selling. But a considerable share of the credit unquestionably also goes to the Television Bureau of Advertising, currently celebrating the 25th anniversary of its founding.

TVB's contribution is not measurable in dollars of billings. Nor may it even be said that television would have failed to become a dominant advertising vehicle if the TVB had never existed. Indeed, when TVB went into business, television had already become—although just barely—the leading national advertising medium. But certainly the TVB, representing all elements of the television broadcasting business, has been a prime force in television's climb to the heights.

But where does television go from here? Having passed the $10-billion mark, and facing imponderables that range from the effects of a recessive economy to the consequences of a multitude of emerging and yet-to-come technologies, will television broadcasting as it is known in 1979 be able to continue its upward pace, or will it be transformed into something else, its growth stifled or stunted?

To TVB—whose past projections have tended to prove conservative—television's future remains almost unfailingly bright. "The opportunities are still unlimited," the bureau says in a report to be distributed at the silver anniversary meeting of its members this week in Atlanta. A measure of that confidence is reflected in the table on this page: TVB expects television's billings to increase by 18% next year, exceeding the $12-billion mark, and then to approach $22 billion in 1985 and reach $40 billion in 1990.

TVB's optimism is summed up in the theme it has adopted for this week's meeting: "25 Years ... Only the Beginning." The reasoning behind that confidence, views on a wide range of other subjects bearing on the future and a review of highlights of TVB's first 25 years—which like television's have had their ups and downs—are wrapped up in this special report.

TVB PRESIDENT ROGER RICE

"Television is still the best buy"

What are your billing projections for this year, for the next five years and as far ahead as you want to go?

We feel very strongly that 1980 is going to be an extremely strong year, just like all presidential years and all Olympic years. It tightens up the inventory and utilizes dayparts and different times of the year that are not normally used. Not all of it falls in the second and fourth quarters because the Olympics are in February and July, and the primaries start in January and extend into the third quarter, with the conventions in the third quarter. So the reason the year comes out so strong is that every month is being utilized more.

We have said that spot will be up 17% next year and that local will be up 24%—which we think looks pretty good. This year, spot will end up 12% plus. Going into the year, we said it would be up 8%, so it's up 50% better than any of us anticipated. We said local would be up 12%, and it's going to be up 17% to 20%. So we hope we can be just as wrong next year in the same direction. We think the 17% and 24% are pretty consistent.

Is television more or less recession—maybe not proof—but recession resistant?

That's right, absolutely, because advertisers are fighting so much for their share for their brand. Television has become the basic medium for everything but the retailer, and we're making great progress on that.

What's the five-year outlook?

In 1985, we see that television will hit $21 billion. In 1974, the industry, coming out of the McKinsey & Co. report, had set a goal of $8 billion for 1980. We just changed that to $12.1 billion by next year, so we will be 50% better than the goal assigned by the industry. By 1985, we see network hitting $8.2 billion, we see spot hitting $5.7 billion and we see local hitting $7.7 billion.

Now an interesting thing is going to happen . . . it will come some time during 1980, probably about August: Local will exceed spot in total dollars. In 1979, spot is 28.4% of total television dollars, local is 27.8%. In 1980, spot will go to 28.1% and local will go to 29.3%.

What accounts for this?

More and more local advertisers using television, plus the fact that the structure of the station sales department has changed drastically. Up until a couple of years ago, individual stations usually had their sales management and three local salesmen. Today, television stations have seven, eight—up to 13 local salesmen. As the billing has grown, they've added more salespeople rather than cut commissions.

You have some 1990 projections?

The 1990 projections are that we will hit $40 billion. That will be $14.5 billion for network, $10 billion for spot and $15.5 billion for local.

Where are all these gains coming from? What part is rate increases, what part is new advertisers?

The majority of it is new advertisers—more advertisers. For instance, stations used to have to rely on what the big corporates did in national spot. Now, local advertisers have been sold on television, and if one department store in a city goes on television, others follow. If one fast foods goes on, all the other fast foods have to follow or they lose market share. Television is so powerful and so effective that the competition has to be on television. So it multiplies—every time a new category in a city goes on, the others in that category have to go on or they lose market share. There are that many more local advertisers than there are national advertisers.

Generally, your projections have tended to be conservative, haven't they?

Yes, they have, and it hurt us going into 1976. In 1976, we said we anticipated local being up 12% and spot being up 10%. At the end of the first quarter—that was the last presidential year—advertisers started to scream, "We don't have the budget for it; we think television is increasing so fast we've got to look at alternative media." So we felt we ought to be more realistic. We think that's justifiable, and it may be slightly conservative now, but I think it's only fair for the advertisers to know so they can budget for next year.

How much have rates increased?

They have varied by market. Some markets, rates are up considerably, some are up very slightly. It gets back to the demand and the market. Some markets have a higher demand, and those demand markets are like the commodity market. The demand markets have increased faster than the nondemand markets. It's sometimes by area, sometimes by size of market.

But because of spot and regional, many advertisers have started off in one market, then go to a second market and now are buying in a region or buying 15 markets. A business that starts out with one outlet or one market has prospered using television and now is multimarket. It's gone from a local account into a national spot account. Because of that, we find it used to be the top-10 markets, the top-20 markets, the top-30 markets did extremely well

Broadcasting

At Large

in national spot. We now are finding that because of this phenomenon in the regional accounts—the strength of regional accounts, plus national spot not putting extra weight in the top markets—that market lists are growing longer, they're more selective. We find that the stations beyond the top-50 markets have increased tremendously in national spot, where before it was a kind of a pattern.

One of the things that TVB has been pushing very hard is getting advertisers to put their money and advertising weight where the advertiser needs it most. Many times, they'll find that in the 86th market, they're doing a tremendous share, or that's a development market they want to go into. They may lay down a base of network, but they're adding these markets. It's been a great boon to all size markets.

According to our time sales survey, first quarter '79, local was up 18%, spot was up 8%, network comp up 6%, total time sales up 11%. We break it down by market, dollar volume on the station. Here are 63 stations reporting to the FCC with $12 million-plus. Fifty-two of those 63 reported in this sample. Let's take a look at spot. Those stations doing less than $2 million were up 28%. By regions: South Atlantic is doing best in local. West Coast was next. Then East Coast. Then South Central and North Central. We do it by number of stations in a market, and we do it by market rank. Let's take a look at market rank. Let's take spot. Spot in the top-10 markets was up only 7%. Traditionally, they used to get the bulk of the spot. In markets 11 to 25 it was up 11%, and 101-plus it was up 11%. So spot is going much deeper than it ever has before.

Let's take a look at the second quarter. Same kind of thing. Take it by market rank: 100 plus, 18%; top-10 markets up only 9%; 11-25 up 14%; 26-50 up 13%. All of those better than the top-10 markets.

What is your budget now?

I'll give you a comparison. $1.3 million in 1974 when I came here Nov. 1. We will be almost $4.2 million next year. The money comes because we have increased our membership—we now have 550 members; we added 73 this year—and increased our support of the industry.

Five years ago, TVB made newspapers the number-one target. How well have you succeeded in getting money away from them?

We have done very well in getting money away from them. Those were the goals given, coming out of the McKinsey study on the direction I was to take and that TVB was to take, and I can tell you that TVB, with a very active board, has followed those goals.

Categories were also set as a priority for us. Passenger cars: In '74, they were $95.2 million. In '78, they were $193 million, up 104%. So that has really paid off, working on that category. We've got a very active vice president in Detroit in Dick O'Donnell, who works very hard for the industry and has done a magnificent job. Auto dealers, this is on the local side, have gone up 158%, far better than that 44.2%, which is straight inflation. Apparel and clothing went from $72 million to $96 million—it's gone up 33%. Airlines were one of our targets, it's gone up 40%. Department stores have gone up 100%. Food stores have gone up 75% and that's in spite of the serious problems that your big supermarket chains are having. A&P has closed over a third of their stores and others have had serious problems. The competition is tremendous and they work on a very small margin. Drug chains up 170%. Home improvement category up 126%. So $1.5 billion was what we have from these target categories in '74, and in 1978 we got $2.5 billion, up 65% on those target categories that were assigned to us.

Are they still your main targets?

No, we've broadened out. They are still our targets, but we have many more targets. For instance, on spot. The National Sales Advisory Committee has a sales target committee made up of rep principals. That committee meets once a month. They go over our sales reports on our national sales calls. They assign targets. We review the targets. We fine-tune them—decide "let's eliminate that one, we made progress on that, here's a new one to go after"—so that TVB is an effective arm of the business. We've also gone from nine salesmen to 17 salesmen in that five-year period. We had four offices in 1974—New York, Chicago, Detroit and Los Angeles. We've added Dallas and Atlanta. This year, because the year had progressed so well, I went back to the board and told them that we are a nonprofit organization, we're running way ahead on revenue. We added three new sales people that weren't even budgeted for this year. As we're growing, we're turning this back into services for the industry, for our members. More videotapes, more sales people, more sales calls. And that's why we're growing.

Five years ago, you pointed out there were some areas where you were pretty well sold out, some dayparts. Are there still dayparts where you can expand?

There are during certain times of the year. We're still in a peak-and-valley business and as long as it's a peak-and-valley business, there's going to be open inventory at certain times of the year. You can't get enough inventory in second and fourth quarter, and you've got too much inventory in first and third quarter. That is why television is like the commodity market. When you have the early news or the late news, or you've got your early fringe open, an advertiser can make tremendous buys. But if it's tight, it's going to cost him more money.

What are you doing to level that out?

We started a year ago with "Jump into January." January is the time when viewing is highest and since it's got an open inventory, the rates are more reasonable. So we have a campaign that we worked with the reps to get advertisers to start their schedules earlier. They can get more bang for the buck. They can make better buys, get more efficient advertising if they buy early. We've sent out "Jump into January" commercials to stations; they're running right now in many markets, and in December they'll be running very heavily.

About five years ago, the TVB board decided to put its priority on local and regional, rather than national. Why?

They did that coming out of the McKinsey report. In 1975, the reps felt that was wrong. We only had nine dues-paying reps. They came in and made a presentation to the board. The board accepted it and said we should be concentrating on both—national and local. And the reps wanted more involvement—they got more involvement—and so we are concentrating on both. In 1974 that was what McKinsey and the TVB Select Committee said—but they said that for an entirely different reason. They said we have limited resources and instead of trying to serve everybody, let's concentrate on local. As you can see, when our budget has gone from $1.3 million to $4.2 million next year, we now have sufficient resources. We've gone from nine sales people to 17 sales people, we're a lot more efficient. We're targeted on specific accounts. So it's not the problem that the board back in those days saw.

Do you foresee any changes in commercial lengths or in the ways advertisers use television?

I really don't. The 30 has been for a considerable time the basic unit. This is nonnetwork. Five years ago, some agencies predicted that the 10-second spot would be the element. Not only hasn't it happened, but we now have Procter & Gamble testing 45 seconds because they feel they need more time for brand awareness. While I'm not pushing the 45—it could present certain inventory problems—I would rather see longer than shorter spots because it's less clutter. I cannot speak for everybody but I think most of the broadcasters feel that way. If you take a look at what's happened to the 10-second spots, there really has been very little change. Ten seconds are only 7.8% of all spots, and 30 seconds are 83.8%. 60 seconds are down to 7.04%.

Going back to those 45 seconds, isn't P&G using them as a combination of 30 and 15?

No they're not. 45's for one product.

Are they buying a minute?

No, what they're buying now on network is two 45's back to back in a 90-second position. They have bought in some markets in spot, but they've always bought two 45's back to back in a 90-second position.

What do the stations think about that?

Some stations will accept it back to back, but will not accept the 45-second single because it presents inventory problems, traffic problems. I think they would rather have longer spots than shorter spots because it's less clutter. Broadcasters are very jealous about having their medium accepted by the viewer. They have a great regard for the viewer.

Are those viewers going to continue watching more and more?

I think there's a limit, but television has gone from an entertainment medium to part of your way of life. When you spend six hours and 23 minutes every day—that's the average—or seven hours in the winter months, you come home every night, and it's a way of life to turn on that set. You do not feel that you've touched base with the world until you've looked at the evening news. You do not feel that your night is complete unless you've watched prime-time television. Most Americans cannot go to bed without at least touching base with the world and looking at the 11 o'clock news or 10 o'clock news. They feel insecure without it. It's almost as much time spent with television as working and they're not going to give up working. They equate the two together. It has become a way of life and not just an entertainment medium.

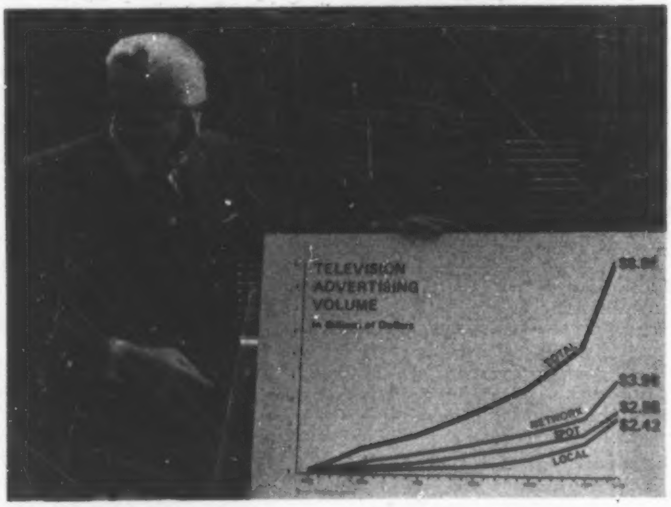
What about some of the new tech-

nologies? Cable, videodisks, home cassettes?

They are a challenge to the broadcaster in the '80's. If you look at the technology—at the Buck Rogers aspects of the new technologies—it's a potential threat if—if—the software measures up to the hardware. I don't think the software will measure up to the hardware. What can cable put on that is going to compete with the billions of dollars the networks and the stations spend to woo that audience away?

The audience is a fickle audience. It doesn't care whether it comes in on cable or whether it comes in on direct to home or satellite to home. The program is the key. Just as independents have had to compete with networks, the new technologies will have to counterprogram. The way they're talking about countering is by going to more selectivity. More selectivity means going after very narrow, little audiences that will be highly specialized. They will compete more with magazines. Cable will compete more with magazines—if they ever get their act together on the software—than they will the mass medium of television.

Television is the only mass medium left. Radio has had to fractionalize—go after a narrow target. Magazines have had to specialize to survive. Newspapers have had to pull back from the national scene because they couldn't compete with television, and try to do a better job in just the core city. Television is the only mass medium left.



Rice plots the way upward from 1950 to 1978.

When you see 30% cable penetration, it means that 30% of the homes in America will have cable. Now where did this growth start? Outlying areas that were not able to get a good signal. I would say that in 1985, in the majority of that 30% of the homes, 98% of the viewing will be to the existing network programing over local stations. I've got 32 channels—I'm on Manhattan Cable—and I can get programs in Japanese, Chinese, about three of them in Spanish, two soft-core channels, I can get superstations. But I watch basically the six New York stations. I have Home Box Office. I usually watch maybe two movies a month, but if I watch them it's added on top. I don't think 30% cable is going to make much difference than when they hit 20% because it just means better picture for the existing channels. I had to have cable in my apartment in Manhattan because without it I get too many ghosts.

When do you think cable will become a significant carrier of advertising?

When they develop a large enough audience that can justify it.

Can you do it at 30% penetration?

You can do it at 5% penetration if the viewers are watching the particular program. Everybody mixes up cable—30% cable—with 30% viewing to a particular channel, and that's where the whole thing breaks down. When they program a particular program on cable, it's got to have sufficient audience to be measured. Unless it's measured, the advertiser is not going to put money on it. It's only going to be "compliments of a friend"-type dollars.

In 1948, advertisers spent about $2.5 million on television. That's all stations. Now they're spending $12.2 billion next year. Who's to say that all this conglomeration of cable systems and individual cable programs won't grow pretty spectacularly too?

It'll grow, but they've got to solve the software problem. You can say 30% cable. No advertiser is impressed that 30% is wired up. At the time my ad runs, what size is the audience? That's all they care about. So it's got to be a program that can compete with existing free systems. That calls for an awful lot of dollars. You've got to counterprogram. The only kind of programs so far are very specialized.

Take a look at the Qube experiment. There is only one thing that has paid for itself. They started off with pay movies where you pay on a per-play basis. They could not make ends meet. They then went to a set-up where if you order it in the morning, they'll leave it connected all day long so the wife could watch it in the morning, kids after school, the family at night. It still didn't pay off. They tried instructional programing—narrow programs for hobbies, etc. They didn't pay off. The only thing that paid off was soft-core pornography.

What's teletext going to do?

It can go both ways. There's concern that while a commercial is on, somebody might switch over to check the ball scores or the weather or how the Dow Jones came out. I think that has been solved because it now can be supered so that you never leave the program. But that's a matter of degree. I think it will be very brief. I don't think it's going to be that much of a concern to the advertiser because it'll be a small percent at any one time, but I think that from the station standpoint, just as FM was the stepchild of AM, and now the stepchild is getting as big or bigger than the parent, it is a by-product and I think the broadcasters are looking at it as another way to get more revenue. I think it's going to grow tremendously in the next five years, and in the next 10 years definitely. It's got great advertiser usage. For instance, an advertiser, say Arrow Shirts, can run spot in 25 markets, then they have on teletext, dial A5 for the dealers in your area. You punch out A5 and here's a list of all the dealers where you can buy the special Arrow Shirt for Father's Day with a tie as an extra gift.

If they punch up A27, they are going to be covering the program that comes on next.

Either covering it or punching it up where it's supered. That doesn't mean they have to punch it up right that minute. They can punch it up when the program's over. A27 is on there 24 hours a day. That dealer list is on there 24 hours day.

There's other systems where they will have the stock market report and sell the lower third or lower quarter to a Paine Webber. There's added revenue. Stations have a limited inventory and this gives additional inventory to sell. Or when you show the weather, you've got a department store on there. Go right down into the dealers.

What about a local supermarket using teletext or whatever comparable system to display his specials for the day?

Absolutely. I also see it as a service to the community where the station that has the teletext will put comparative values down. They will see A27 for the best place to buy chicken and they will show that A&P has 89¢ a pound, that Safeway has it for 87¢ a pound, that Giant Eagle has it for 77¢.

Might not an A&P use the teletext instead of regular TV advertising?

It gives them another option. But the revenue is still going to the television station. It depends which is the more effective.

It's not going to take away from the entertainment viewing or the news viewing or the informational viewing. During the day, if my wife is going to check an airline schedule or wants to check where the best buys are, she would do it in her nonviewing time. I can see a housewife checking it for values, where the sales are on right now. It's a tremendous service to a household, along with advertising.

To what extent do you think that videodisks and home VTR's are going to affect broadcast viewing?

So far they've added to viewing. That may taper off. It's slightly faddish when you first get it. I might say I want to watch this program and I want to tape this program. Later in the evening I want to watch this program. I've got to get around to looking at the other program I taped. That will be looked at when I've got time. I know an awful lot of friends who tape an awful lot of stuff they never get to see because they're so busy watching, they don't have time to. But when they do watch it, it's watched not at the expense of something else they would watch. They may watch a lesser show. It will not affect the most popular shows.

Blair has been experimenting with delivery of commercials by satellite. Do you think that's going to succeed?

Absolutely. The FCC has deregulated satellite receiving dishes, and that is going to have a marked effect. Eventually stations will be able to buy a dish for $10,000 instead of $40,000 to $100,000. Instead of *Lawrence Welk* or *Hee Haw* or *Hollywood Squares* being sent through the mail and bicycled, they will be put down the line after hours and recorded. But they haven't worked out protection. There are still problems of protecting the people who are using the satellites. I think that the commercial delivery Blair is doing is very imaginative. In the next five years, the majority of stations will have satellite dishes because it's going to be a way of life for program distribution and commercial distribution.

If advertising on cable reached a significant volume, where would you stand?

We have turned down many cable systems that are selling locally that would like to join TVB. We have turned them down because we think they should go through their own trade organization. We represent the broadcaster.

And in conclusion?

Television is still the best buy.

In its first 25 years, the Television Bureau of Advertising has accomplished what it was set up to do, and then some.

But there are those who think it would have fallen short—and perhaps not reached its 25th anniversary as an effective sales-promotion organization—except for a fundamental reorganization that occurred five years ago.

That reorganization made changes in the cast and structure of the TVB professional staff, but no less significantly, in the opinion of people close to the bureau, it changed the outlook and the responsibilities of the board of directors. More accurately, the board changed its own outlook and responsibilities. It took charge.

Marvin L. Shapiro, senior vice president of Westinghouse Broadcasting Co. and current chairman of the TVB board, is one of those who regard the reorganization as the most important event in recent TVB history. Shapiro was chairman of the select study committee that, in conjunction with a study done by the management consulting firm of McKinsey & Co., set the changes in motion.

The committee had been formed in difficult times. A recession, television's loss of cigarette advertising in the early 1970's and a national energy crisis had substantially slowed television's growth, and by the fall of 1973 there was increasing talk that changes should be made in TVB's top management.

Some board members wanted Norman E. (Pete) Cash replaced as president, the office he had held since 1957. Others wanted him retained. In the ensuing back-and-forth, the TVB executive committee went so far as to develop a plan under which Cash would become a consultant and be replaced as president by John Otter, former NBC-TV sales vice president, now senior vice president and director of network programing SSC&B, New York. But when the plan came to a vote, the full board overwhelmingly turned it down.

In that kind of climate, according to one participant, "the whole place began to come apart at the seams," and the select study committee was formed to review the structure, strategy, programs and manpower needs of TVB and to make recommendations. Out of that review came a report in mid-1974, "A Challenge for the Next 20 Years," that set the tone for the future. Approved by the board, it said that, among other things, TVB should clarify its priorities and objectives, strengthen its staffing and structure, develop more targeted programs and get members more involved in TVB affairs.

"The major accomplishment," says Shapiro, "is that it gave the board of directors responsibility for directing the activities of TVB and set up a review system for evaluating the performance of TVB. It put the board in the job of doing the planning and the staff in the job of managing."

Cash was put in the job of vice chairman and given a full-time assignment to develop membership—an assignment in which all hands agree he has been highly successful. A steering committee of the board was created to work with TVB management, management audit and compensation committees were formed and a search committee was named to seek a successor to Cash as president—a search that ended in the fall of 1974 with the election of Roger D. Rice, formerly of Cox Broadcasting, who has just been signed to a second three-year term ("Closed Circuit," Nov. 5).

Shapiro credits Kenneth M. Johnson of KTRK-TV Houston, who was TVB chairman in 1974-75, and Walter E. Bartlett of Avco Broadcasting, now of Multimedia Broadcasting, who was Shapiro's immediate predecessor as chairman, with much of the bureau's success in implementing the select study committee report. He also credits TVB board members and TVB staff, from Rice and Cash on down.

"The board," he says, "is made up of people who would not be comfortable if they weren't active and didn't participate."

The board "runs TVB like a business," setting goals, evaluating performance, rewarding superior work (out of an incentive fund set aside as TVB's counterpart to industry's year-end bonus funds). Board work can be demanding. Any time TVB holds a seminar or regional meeting, for example, a board member volunteers or is assigned to attend, observe and report back to the board, with recommendations if indicated.

TVB's budget has more than tripled since 1974, going from $1.3 million to almost $4.2 million this year. The gain is attributable to increased membership, since, except for built-in cost-of-living adjustments, there has been no change in the rate card. The growing membership, in Shapiro's view, is a tribute both to Pete Cash's work in membership relations and to the work of Roger Rice and the other professional staff members in carrying out the board's mandates.

"TVB upgraded its staff," he says, "hiring good people who are good, not just out of work or between jobs. It organized the communications process to reach members as well as agencies and advertisers, so the members know what is going on. We've put our big thrust on local and regional sales, and we've done it without neglecting national sales. The results are reflected in the size of our membership. TVB is important to them now."

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Oldtimers at TVB's annual meeting in Atlanta this week will be reminded—and younger members will be advised—of highlights in the bureau's history in a TVB anniversary report to be circulated there.

TVB was not the product of one founding organization, but of two. First there was the Television Advertising Bureau (TVAB), created as a stations-only sales organization after a meeting called by the Station Representatives Association and its then-president, John Blair of John Blair & Co., in April 1954. Richard A. Moore of KTTV(TV) Los Angeles, who also had been active in calling the meeting, was elected temporary chairman. The TVAB put on a presentation during the annual convention of the National Association of Radio and Television Broadcasters in May 1954 and more than 100 stations indicated they would support the new sales organization.

Meanwhile, the TV board of the NARTB (now the NAB) had been working on plans to create a television marketing organization open not just to stations but to all elements of the TV industry. A potential intra-TV feud was averted when Clair R. McCollough of the Steinman stations, chairman of the NARTB board, and the TVAB's Chairman Moore and other leaders of the respective groups got together and agreed to merge.

Both sides gave up something in the agreement. TVAB had been planned for stations only but agreed to accept networks in membership. The NARTB had wanted to set up its TV sales arm within the NARTB and later spin it off as an independent organization, as it had done with what is now the Radio Advertising Bureau;

instead, it agreed that the new bureau would be independent from the start.

The new organization was named the Television Bureau of Advertising, abbreviated as TVB, a symbol proposed by BROADCASTING ("Closed Circuit," Aug. 2, 1954). Its first year's budget was to be $400,000.

TVB's initial assignments included the following:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network).

"2. To sell present and prospective advertisers (and their agencies) the productive use of television advertising for their particular goods and/or services.

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge.

"4. To serve as a clearinghouse of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community.

"5. To foster continued progress and development of television as a medium of advertising.

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

The first board of directors had equal representation from NARTB and TVAB, and in September 1954 McCollough of NARTB and Moore of TVAB were elected co-chairmen for the first year. In November, Oliver Treyz, director of the ABC Radio network, was named TVB's first president, effective Dec. 1, and staffing began.

TVB officially opened in January 1955. It had 52 members. By the end of the year, it had 174—stations, station reps and networks. Television was expected to do an $805-million business that year: $610 million in network and national spot, $195 million in local. That seemed promising, but a lot of big advertisers, it was noted, did not use television at all. TVB had its work cut out for it.

Oliver Treyz resigned as president in 1956 to become president of ABC Television. He was succeeded by Pete Cash, TVB's vice president in charge of client relations, who had been one of the bureau's original five staff members.

Stations were brought deeper into the TVB act in 1958 with the formation of the Sales Advisory Committee, consisting of station sales managers from markets of varying size and geographic locations. Annual sales clinics were also launched in 1958—16 of them that year, in different cities. The high mark was reached in 1963, when 101 were held, attended by 2,639 station people.

In 1974 came the TVB reorganization and a redirected approach. Among the new targets specified by the steering committee and approved by the board, as recalled in TVB's anniversary report:

- TVB's goal for the next five years should be to increase total television advertising investment 77% from 1973's $4.5 billion to $8.0 billion by 1980. [Actually, the $8-billion goal was exceeded in 1978; the current projection for 1980 is $12,015,000,000.]
- The major TVB efforts should be concentrated in some 15 key areas [including:] comparing media, studying TV's effectiveness, selling spot television, selling local/retail television, policing rating services, selling chain headquarters, preparing sales tools, learning prospects' needs, expanding spot television lists, reporting co-op funds, selling against newspapers and sales training.
- TVB should target its national spot sales calls on underspent categories.

TVB Chairman Shapiro

- TVB's prime sales target should be the advertiser budgets in newspapers which represent the greatest dollar potential for television growth.

In a move whose effects would continue to be felt, in 1975 all 23 major TV-station representation firms joined TVB at once. Until then, TVB had had only six station-rep members. Now a National Sales Advisory Committee (NSAC) was set up, consisting of one principal from each rep firm, to select targets and help TVB in selling national and regional spot. A National Sales Executive Committee was also formed, consisting of seven rep-firm members, to set goals, identify research needs and goals and monitor results. And rep-firm representation on the TVB board was increased from two seats to five.

More and more emphasis has been put on sales. The post of executive vice president-sales was created; it is now occupied by Robert Lefko. New offices were opened in Atlanta in 1976 and Dallas in 1977. The sales force has been almost doubled since 1974; it now numbers 17.

TVB's anniversary report also recalls many "firsts" that have occurred in the last five years: "There was a first co-op workshop for dialogue between manufacturers, retailers and broadcasters; a new sales training conference for potential representative salesmen and a first television commercial workshop, first corporate and financial workshops, first co-op television plans book and innovations in presentation.

"The bureau's sales advisory committee role was expanding also, with the establishment of a retail development board to generate better understanding of retailers' needs by stations and by retailers as to how to use television effectively, in addition to accelerated sales training, implemented through Sterling Institute programs....

"On the research front, TVB's Interactive Market Systems (IMS) were launched to provide stations with computer-generated analyses of a current or prospective client's advertising schedule and the net reach, frequency and cost-per-thousand of the proposed television schedule together with the prospect's newspaper and/or radio schedule."

TVB also had a study of the rating services undertaken by Booz, Allen & Hamilton, with an eye to the possibility of setting up a third national TV rating service to compete with Arbitron and Nielsen. The study concluded, however, that establishment of a third service is not feasible now, primarily because of costs. Rather, BA&H suggested that broadcasters set up an industry group to work closely with Arbitron and Nielsen.

In 1977, after advertisers began complaining about high TV costs and threatening to move into alternative media, TVB put together one of its large-scale presentations: "Television: The Sum of the Alternatives," premiered it in 30 cities on the same day, reaching close to 10,500 advertiser guests, and showed it later to others in nearly 100 cities. Two years later its "Television: Your Competitive Medium" was shown to 28,000 retailers in approximately 140 markets on the same day and to thousands of others in later showings.

Along with other sales materials, TVB now provides videotapes of commercials by category, for use in local selling and for ideas on local commercial production. About 100 videotapes have been added each year since the library was started in 1975. This year, a feature tape-of-the-month service was introduced.

TVB has also produced or underwritten the production of on-air spots, such as one promoting the values of using TV advertising in January and a new one, by W. B. Doner & Co., promoting television advertising generally, which will be shown to the TVB meeting this week in Atlanta.

So in its first 25 years, TVB's membership has grown from 52 to 550, its annual budget from $400,000 to over $4 million. And TV advertising volume has grown from $800-plus million to more than $10 billion this year.

So what's in store now? "The opportunities are still unlimited," TVB's aniversary report concludes in a look at "The Next Quarter-Century." It sees particular potential in local advertising, noting that local TV in 1977 overtook newspaper volume in all areas where they compete head-to-head (all but classified, liquor and cigarette advertising). "By 1986," TVB says, "we anticipate television will become the leading local advertising medium in all respects."

It acknowledges that new technologies will bring changes—some, at least, to television's advantage. "The next quarter-century," TVB's report holds, "unquestionably will materially broaden the impact of television. Its powers are simply too all-encompassing for anything otherwise to occur."

TvB's goal: Television revenue by 1980
12,200,000,000

TVB looks back and ahead at convention in Atlanta

With record number registered, group's 25th gathering features workshops on what's in store for advertising in the 1980's

Advance registrations for the Television Bureau of Advertising's 25th annual meeting in Atlanta this week hit 654 by the middle of last week, surpassing the previous record of 568, set in 1978, by 15%. All told, TVB expects more than 700 people, including guests, to attend the meeting being held in Atlanta's Omni International hotel on Nov. 12, 13 and 14. Matching that futuristic setting, the theme of this year's gathering is "25 years: only the beginning," with workshops and speeches addressing issues of concern to broadcasters facing the coming decade.

Monday's light schedule will give participants a chance to recover from their jet lag and also see something of the city hosting the silver anniversary gathering; the only official event is the 7 p.m. welcoming buffet and reception. Things get down to business after breakfast early Tuesday morning, however. Attendees will receive a formal welcome at 9 a.m. in the Omni's International ballroom from WAGA-TV Atlanta's Paul Raymon and the city's mayor, Maynard Jackson. TVB's chairman, Marvin L. Shapiro of Westinghouse Broadcasting, will then present the Chairman's Report, titled "How far we have come." "Right now . . in 1979" is the subject of TVB President Roger D. Rice's address, which will be followed with a talk by featured speaker Richard Thorsen of Chicago's Commonwealth Edison.

Other speakers at the morning session will be Robert E. Rice of WRAU-TV Peoria, Ill., who will discuss "The future . . . in the 80's;" and Jack Trout of Trout & Ries, examining "Positioning and marketing warfare in the 80's." TVB's national sales advisory and sales advisory committees will also present reports to the ballroom crowd that morning, and the pre-luncheon schedule will conclude with the nomination and election of new board members (results to be announced at lunch).

The meeting will expand into the north and east foyers adjoining the ballroom for the 12:15 p.m. reception and luncheon, at which J. Christopher Burns of The Washington Post Co. will address "What changes the 80's hold for television advertising."

Two workshop sessions are planned for that afternoon, one running from 2:30 to 3:30, the other from 3:30 to 4:30. Workshops A, B and C are to be presented during the first hour; D, E and F during the second. With the same division for the two workshop sessions Wednesday morning, those at the meeting will be able to catch four out of the total of six workshops. Wednesday's workshops will run from 9:30 a.m. to 10:30 a.m. and from 10:45 a.m. to 11:45 a.m. Individual workshops will be held at the same location on both days.

Workshop A, hosted by William E. Wuerch of WPRI-TV Providence, R.I., is titled "New sales through local commercial production." Panel members for this discussion, to be held in Glenmar Rooms A & B, are Richard Weiner of KGMB-TV Honolulu; Douglas A. Smith of WFBC-TV Greenville, S.C.; and Patricia Shoemaker of KSL-TV Salt Lake City.

The Omni's Swanton Room will be the scene of workshop B, "The legal side of political broadcasting plus controversial issue selling." Allbritton Communications Co.'s Thomas B. Cookerly is to host a panel composed of Victor Ferrall of the Washington firm of Crowell & Moring; Thomas Dougherty of Metromedia and Paul Wischmeyer of KRON-TV San Francisco.

"Sales training and new programs from TVB" will be workshop C, in the Knollwood Rooms A & B. Philip R. Beuth from WKBW-TV Buffalo will host this presentation; Martin Ozer of Metromedia, Phil Faris of the Sterling Institute, Keith Bronitt of The Forum Corp. and Daniel V. Swartz of Halebrook Corp. are panelists.

It's back to the Glenmar Rooms for workshop D, "Selling with vendor tapes." Robert E. Rice will be the host. On the panel are Jay Sondheim, KTVU(TV) San Francisco; Sherman C. Wildman, CBS; Albert V. Aguiar, Macy's, San Francisco, and O.J. Reiss, also of KTVU.

Workshop E will meet in the Swanton Room, hosted by Multimedia Broadcasting Co.'s Walter E. Bartlett. The topic "Saleable programming in the 80's and where is it to come from" will be discussed by William Andrews of Viacom, William Hillier of Hillier Productions, and A. R. Van Cantfort of WSB-TV Atlanta.

The sixth workshop, F, "Management's role in co-op as a new business source," meets in the Knollwood Rooms, with John Conomikes of WTAE-TV Pittsburgh as host. Panel members are Jack Shenkan, also of WTAE-TV; WDBJ-TV Roanoke, Va.'s Charles McKeever and Wheeler Rudd from WAVE-TV Louisville, Ky.

Following the workshops, there will be a 4:30 p.m. meeting of the new board of directors in the Thornton Room, and the day closes with a reception, buffet and entertainment in the International Ballroom from 7 p.m. to 10 p.m.

The last day will start at 8 a.m. with separate breakfast meetings featuring eight TVB territory specialists, and continue with the repeat of the workshop sessions.

This 25th annual meeting will close with a noon reception and luncheon in the Rutherford Room and the International ballroom. Participants will be treated to a premiere of TVB's new presentation "Television: the persuasive medium," and encouraged to attend the 26th meeting, to be held in Las Vegas.

- Master Cable TV Sys. for Mercer Island, and Seattle, both Washington (WA0110, 2) add signal.
- Community Telecable of Bellevue Inc. for Bellevue, Wash. (WA0148, 076) add signal.
- Vista Television Cable Inc. for Redmond, and Bothell, both Washington (WA0151, 49) add signal.
- Master Cable TV Sys. for Lake Forest Park, Wash. (WA0160) add signal.
- Vista Television Cable Inc. for King, Wash. (WA0150) add signal.
- Community Telecable of Bellevue Inc. for King, Wash. (WA0118) add signal.
- Master Cable TV Sys. for King, Wash. (WA0111) add signal.
- Fairfield Cablevision Associates for Lancaster, Ohio (OH0269) add signal.
- Bentonville Cable TV for Bentonville, Ark. (AR0054) add signal.
- Magnolia Cable TV for Magnolia, Ark. (AR0057) add signal.
- Valley Cable Corp. for Stoddard, Wis. (WI0201) new system.
- Continental Cablevision of Morton Grove Inc. for Morton, Ill. (IL0326).
- Cable Associates Inc. for Strasburg, Pa. (PA1820) new system.
- Teleprompter Corp. for Ironwood, Bessemer, Erwin, and Wakefield, all Michigan (MI0282, 1, 111, 026, 30) add signal.
- Teleprompter Corp. for Hurley, and Montreal, both Wisconsin (WI0080, 68) add signal.
- American Heritage Cablevision Inc. for Council Bluffs, Iowa (IA0092) add signal.
- Scott Cable TV for Scott, La. (LA0118) add signal.
- Broussard Cable TV for Broussard, La. (LA0017) add signal.
- Telecable Associates Inc. for Breaux Bridge, La. (LA0097) add signal.
- Lafayette Cable TV for Lafayette, La. (LA0033, 93) add signal.
- Crowley Cable TV for Crowley, and Bayne, both Louisiana (LA0047, 5) add signal.
- Abbeville Cable TV for Abbeville, La. (LA0046, 101) add signal.
- Kaplan Cable TV for Kaplan, La. (LA0017, 114) add signal.
- Teleprompter of Greenwood Inc. for Greenwood, S.C. (SC0024, 49) add signal.
- Community Telecable of Georgia Inc. for Manchester, Ga. (GA0099) add signal.
- Doniphan County Cable TV Inc. for Troy, Kan. (KS0199) new system.
- Rockland Cablesystems for Haverstraw, West Haverstraw, and Stony Point, all New York (NY0286, 7, 91, 0) add signal.
- Abingdon Cablesyst. for Abingdon, and Washington, both Virginia (VA0026, 117) add signal.
- Saltville Cablesystems for Saltville and Smyth both Virginia (VA0028, 118) add signal.
- Galax Cablesystems for Galax, Va. (VA0027) add signal.
- Marshall County Cablesystem for Cameron, and Glendale, both West Virginia (WV0130, 1) add signal.
- Stigler Cable TV Co. for Stigler, Okla. (OK0060) add signal.
- Peekskill Cablesystems for Peekskill, and Buchanan, both New York (NY0284, 1) add signal.
- Cablevision Co. for Trussville, and Jefferson, both Alabama (AL0184, 5) new system.
- Cablevision Co. for Alabaster, Pelham, Shelby, Fultondale, Gardendale, and Jefferson, all Alabama (AL01778, 9, 80, 1, 2) add signal.
- Southeast Cablevision Inc. for Pahokee, Palm Beach, Belle Glade, and South Bay, all Florida (FL0128, 355, 184, 320) add signal.
- Spring Video Inc. for Spring, Tex. (TX0573) add signal.
- Rock Valley Cablevision Ltd. for Oregon, Polo, Mount Morris, Byron, Forreston, and Stillman Valley, all Illinois (IL0234, 8, 5, 6, 9, 7) add signal.
- Com-West Inc. for Faribault, Minn. (MN0016) add signal.
- Macon Cablevision Inc. for Macon, Mo. (MO0137) add signal.
- Catawba Services Inc. for Rock Hill, S.C. (SC0013) add signal.
- Palmetto Cable TV Inc. for Fort Mill, S.C. (SC0020) add signal.
- Catawba Services Inc. for York, S.C. (SC0122) add signal.
- Teleprompter Corp. for Preston, W. Va. (WV0608) new system.
- Teleprompter of Mohawk Valley Inc. for West Winfield, and Bridgewater, both New York (NY0162, 296) new system.
- Cable Systems Inc. for Lakin, Kan. (KS0201) new system.
- Mandan Cable TV Division for Bismarck, and Mandan, both North Dakota (ND0006, 5) add signal.
- Hugoton Cablevision Inc. for Hugoton, Kan. (KS0053) new system.
- Cable TV of Tahoe Inc. for Tahoe City, Calif. (CA0703) new system.
- Teleprompter Corp. for Pence, Wis. (WI0132) add signal.
- Valley Video Systems Inc. for Peterson, Minn. (MN0177) new system.
- Peekskill Cablesystems for Cortlandt, N.Y. (NY0771) new system.
- Horton Cable Inc. for Horton, Kan. (KS0202) new system.
- TV Service Inc. for Knott, Ky. (KY0215) new system.
- Alexandria Cablevision Co. for Alexandria, Va. (VA0220) new system.
- Continental Cablevision of Ohio Inc. for Elyria, Ohio (OH0693) new system.
- United Cable Television Corp. for Ada, and Canyon, Idaho (ID0097, 8) new system.
- Halifax Cable TV Inc. for Ponce Inlet, Fla. (FL0219) add signal.
- Dotson TV Cable Inc. for Mohowk, and Ranther, both West Virginia (WV0606, 7) new system.
- Viacom Cablevision for Keizer, Ore. (OR0227) new system.
- Cable Installation Contractors et. al. for Tatum, N.M. (NM0084) new system.
- Signal Inc. for West Bend, Iowa (IA0058) new system.
- General Electric Cablevision Corp. for East Grand Rapids, Mich. (MI0336) add signal.
- Platte County Communication Co. for Weston, Lake Waukomis, Weatherby Lake, and Platte, all Missouri (MO0115, 20, 36, 074) add signal.
- Clay County Communications Co. for Gladstone, Mo. (MO00146) add signal.
- Halifax Cable TV Inc. for Daytona Beach, Port Orange, South Daytona Beach, Daytona Beach Shores, and District Five, all Florida (FL0057, 60, 1, 56, 220) add signal.
- Nation Wide Cablevision Inc. for San Carlos, Belmont, and Bedwood City, all California (CA0207, 007, 205) add signal.
- Peninsula Cable TV Corp of Menlo Park for Redwood City, Calif. (CA0573) add signal.
- Noble Cable TV Inc. for Ligonier, Ind. (IN0158) add signal.
- Platte County Communications Co. for Fort Leaven, Kan. (KS0198) new system.
- Oberlin CATV Inc. for Oberlin, Kan. (KS0047) add signal.
- Platte County Communication Co. for Parkville, and Platte Woods, both Missouri (MO0126, 41) add signal.
- Cablecom of Lufkin for Lufkin, Tex. (TX0182) add signal.
- Suburban Cablevision Inc. for Fanwood, N.J. (NJ0369) new system.
- Boardman Community TV Inc. for Boardam, Ore. (OR0225) new system.
- Cross Country Cable III et. al. for South Amboy, and Matawan, both New Jersey (NJ0370, 1) new system.

Complaints

- Total of 2,717 complaints were received from public by FCC Broadcast Bureau in Sept., increase of 776 over Aug. Other comments and inquiries for Sept. totaled 2,126, increase of 668 over previous month. Broadcast Bureau sent 926 letters in response to comments, inquiries and complaints. Ann. Nov. 1.

Other

- FCC has corrected and revised both its technical standards and technical operating procedures in broadcast rules. Revisions were based on comments, questions and experience of both station licensees and FCC staff in using rules. Several of separate rules for AM, FM and TV, each covering same basic subject and requirement, were amended and single common rule applicable to all services is substituted. This not only shortens "Quantity" of broadcast rules, but also facilitates use and understanding of rule by licensees operating more than one broadcast service. Action Sept. 27.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

C1750-1

What's going on up there: The SRO outlook for satellites

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The Week in Brief

THE LOST HOUR ☐ Family viewing rears its head again as a federal appeals court says, in effect, that the FCC should have been the first stop for plaintiffs in the case. Next step is up in the air. **PAGE 28.**

FRIENDLY EXCHANGE ☐ House oversight hearings for the FCC produce no fireworks; indeed, some praise is elicited for the commission. **PAGE 28.**

TEHERAN INCIDENT ☐ As U.S. network and station news teams descend on the scene of international crisis, one gets too close. An NBC-TV crew is temporarily seized. **PAGE 32.**

CARL BERNSTEIN TO ABC ☐ The *Washington Post* man of Watergate fame to take over as head of the Washington news bureau. **PAGE 33.**

RCA'S NUMBER-TWO MAN ☐ Maurice Valente of ITT is tapped by Griffiths to be president, chief operating officer and a director. **PAGE 34.**

UNDER INSPECTION ☐ A House Judiciary subcommittee begins hearings on copyright legislation to see if changes are warranted in the 1976 bill, especially in light of the cable retransmission consent proposal. **PAGE 34.**

SATELLITES: THE BIRDS IN FULL FLIGHT ☐ Demand is outstripping supply as more and more broadcast services look to the skies for transmission facilities. This "Special Report" examines the companies that have launched satellites in geostationary orbit, who their customers are and how they are being served. **PAGE 36.** A capsule look at some of the key figures on the satellite landscape. **PAGE 46.**

25 AND STILL GROWING ☐ TVB draws 650 to its silver anniversary meeting in Atlanta where key speakers address the opportunities and challenges that lie ahead for television. **PAGE 48.** Workshops at the conference get down to the local level, stressing what stations can do to boost their revenues. **PAGE 54.**

ELLER QUITS GANNETT ☐ Disagreements with top management are cited by the head of subsidiary Combined Communications Corp. Broadcast reins are turned over to Flanagan. **PAGE 60.**

ABC-TV BETS ON 13 ☐ Marcia Carsey and her prime-time crew ready six comedies and seven dramas as second-season replacements. **PAGE 62.**

CBS-TV SHUFFLES TOO ☐ The network chalks in four new series and shifts three existing ones in moves affecting four nights. **PAGE 64.**

BEND BUT NOT BREAK ☐ CBS-TV's Rosenfield contends the new communications media may affect commercial TV's audience, but that the networks will adjust and still prosper. **PAGE 68.**

FTC RESTRAINTS ☐ The House and Senate are close to a vote on a measure that would limit the commission's power. The White House and FTC make their cases against restrictions. **PAGE 70.**

CLOCK RUNNING OUT ☐ With Congress set to adjourn Dec. 14, the prospects for legislation that would amend the Communications Act continue to diminish. **PAGE 72.**

STATUTE OF CLAY ☐ The Justice Department and the FCC tell Congress that they could not defend the constitutionality of the Public Broadcasting Act that forbids editorials on noncommercial stations. **PAGE 72.**

MUTUAL'S MAN FOR ALL REASONS ☐ Martin Rubenstein isn't satisfied that MBS is the biggest radio network in existence. He also wants it to be the best in programing, profits, people and in all the other areas that he oversees as executive vice president and member of Mutual's executive committee. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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FM actions

■ KKAA(AM) Aberdeen, S.D.—Granted CP increasing daytime power to 10 kw; change type of trans.; conditions (BP-20, 453). Action Oct. 19.

■ KBSN(AM) Crane, Tex.—Granted CP to make changes in ant. sys.; change TL and SL to 5.8 miles North of Crane; change tower; increase height of tower (BP790214AC). Action Oct. 26.

■ KRQK(FM) Lompoc, Calif.—Granted mod of CP to move TL approximately 200 ft. from present; change type trans.; change ant. (BMPH790810AK). Action Oct. 22.

■ WKZW(FM) Peoria, Ill.—Granted CP to make changes in ant. sys.; change type of trans.; change type of ant.; change TPO; ERP: 40 kw (H&V); ant. height: 550 ft. (H&V) (BPH790827AP). Action Nov. 2.

■ KGRS(FM) Burlington, Iowa—Granted CP changing type of trans.; change TPO; ERP: 100 kw (H), 21.5 kw (V); ant. height: 360 ft. (H) 320 ft. (V) (BPH790820AL). Action Oct. 26.

■ KGNO-FM Dodge City, Kan.—Granted CP to utilize former trans. and ant. as aux., to be located at 1 mile N of Dodge City on Avenue A; to be operated on ERP: 25 kw (H); ant. height: 165 ft (H) (BPH790806AZ). Action Oct. 22.

■ WBOS(FM) Brookline, Mass.—Granted CP to make changes in ant. sys.; change type of trans.; change type ant.; change TPO; ERP: 13 kw (H&V); ant. height: 860 ft. (H&V) (BPH790824AG). Action Oct. 26.

■ WBOS(FM) Brookline, Mass.—Granted CP to make changes in ant. sys.; install new aux. trans.; change type of ant.; change TPO; ERP: 33 kw (H&V); ant. height: 295 ft. (H&V); conditions (BPH790824AH). Action Oct. 26.

■ KKOZ(FM) Billings, Mont.—Granted CP to change type of trans.; change TPO; ERP: 35 kw (H); ant. height: -30 ft. (H) (BPH790827AR). Action Nov. 2.

■ WFAH-FM Alliance, Ohio—Granted mod. of CP to make changes in ant. sys.; install new aux. trans.; change type of ant.; change TPO; ERP: 18 kw (H&V); ant. height: 500 ft. (H&V) (BMPH790803AK). Action Oct. 26.

■ KICE(FM) Bend, Ore.—Granted CP to make changes in ant. sys.; change type of trans.; change SL and remote control to Waterside Bldg., 2445 N.E. First St., Bend; change TPO; ERP: 100 kw (H), 40 kw (V); ant. height: 600 ft. (H&V) (BPH790809AL). Action Oct. 26.

■ WZZO(FM) Bethlehem, Pa.—Granted CP to increase ERP: 12 kw (H&V); and ant. height: 630 ft. (H&V); conditions (BPH790814AH). Action Oct. 26.

■ WGSX(FM) Bayamon, P.R.—Granted CP changing TL to 1.1 miles NE of KM 9.2 Barrio Cubuy, P.R.; change type of trans.; make changes in ant. sys.; ERP: 7.0 kw (H&V); ant. height: 1745 ft. (H&V) (BPH10996). Action Oct. 19.

■ KEAN-FM Abilene, Tex.—Granted mod of CP decreasing ant. height to 810 ft. (H&V) (BMPH791015AE). Action Oct. 29.

■ KMCV(FM) Conroe, Tex.—Granted CP to make changes in ant. sys.; change TL to on Highway 1485 outside Grangerland, Tex.; change SL and remote control to Interstate 45, Spring, Tex.; change trans.; change type of ant.; change TPO; ERP: 100 kw (H&V); ant. height: 570 ft. (H&V) (BPH790716AJ).

■ KYKX(FM) Longview, Tex.—Granted CP to change TPO and decrease ant. height to 950 ft. (H&V) (BPH790904AL). Action Oct. 22.

TV actions

■ KCOP(TV) Los Angeles—Granted CP changing type aux. ant.; conditions (BPCT790806KF). Action Oct. 15.

■ KCOP(TV) Los Angeles—Granted CP changing type ant.; make changes in ant. structure; ERP: 107 kw; MAXERP: 162 kw; ant. height: 2950 ft (BPCT790806KE). Action Oct. 15.

■ WKID(TV) Fort Lauderdale, Fla.—Granted CP changing type of trans.; ERP: 661 kw (H); MAXERP: 2140 kw (H); ant. height: 1020 (H) (BPCT790606KH). Action Oct. 30.

■ WJKS-TV Jacksonville, Fla.—Granted CP changing type trans.; change type ant.; ERP: 1450 kw (H); MAXERP: 1570 kw (H); ant. height: 990 ft. (H) (BPCT790608KF). Action Oct. 30.

■ *WFSU-TV Tallahassee, Fla.—Granted CP changing type of ant.; ERP: 316 kw; MAXERP: 316 kw; ant. height: 760 ft. (BPET790718KF). Action Oct. 30.

■ WSBK-TV Boston—Granted CP to change ERP: 1170 kw; MAXERP: 3160 kw; ant. height: 1160 ft. (BPCT790628KG). Action Oct. 30.

■ KDNL-TV St. Louis—Granted CP to change ERP: 1950 kw; MAXERP: 2190 kw; ant. height: 1100 ft.; conditions (BPCT790629KI). Action Oct. 30.

■ KNME-TV Albuquerque, N.M.—Granted CP changing TL to Sandia Crest, 13 miles NE of Albuquerque; change type of ant.; and ant. height: 4226 ft. (BPET790123LE). Action Oct. 30.

Ownership Charges

Actions

■ WFNE(FM) Forsyth, Ga. (100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Forsyth Broadcasting Co. to P.O.S Inc. for $257,500. Seller is owned by Carment D. Trevitt, who also owns WQMT(FM) Chatsworth, Ga. Buyer is owned by Larry R. Picus, who also owns half interest in WOBS(AM) New Albany, Ind. He has recently sold, WPDQ(AM) Jacksonville and WKUE(FM) Green Cove Springs both Florida (BALH790725HK). Action Nov. 1.

■ WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan (AM: 1290 khz, 500 w-D; FM; 102.9 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Radio Ann Arbor Inc. to Lake America Communications for $1,235,000. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is partnership of Thomas Merriman and Ernie Winn. Merriman is founder and former chairman of TM Programing and TM Productions of Dallas, both companies now owned by Shamrock Broadcasting. Winn, who has been general manager of TM Programing since 1971, will take over as general manager of stations upon closing (BAL790918EI, BALH790918EJ). Action Nov. 7.

■ WAPT(TV) Jackson, Miss. (ch. 16)—Broadcast Bureau granted transfer of control of Television American Sixteen Inc. from stockholders (100% before; none after) to Clay Broadcasting Corp. of Mississippi Inc. (none before; 100% after). Consideration: 7,905,-878. Sellers are Louis C. Hopper and family, Louis A. Farber, Robert G. Nichols and family, Curtis D. Roberts, William Neville and Russell Birmingham. Hopper and Roberts own 1/3 each in WLIN(AM) Jackson, Miss. Buyer is owned by Lyell B. Clay and family. It also owns WWAY(TV) Wilmington, N.C.: KFDX-TV Wichita Falls and KJAC-TV Port Arthur, both Texas, and three West Virginia newspapers. George Diab is vice president in charge of television operations. (BTCTV790829KF, BALCT790829KG). Action Nov. 7.

■ WPNM(FM) Ottawa, Ohio (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Triplett Broadcasting Co. to WPNM Inc. for $400,000. Seller, owned by Wendell A. Triplett (51%) and his wife, Donna (49%), also owns WTOO-AM-FM Bellefontaine, Ohio. It has also purchased WRWR(AM) Port Clinton, Ohio (see below). Buyer is owned by Charles R. Earl (51.6%) and seven others. Earl has also purchased Triplett's WYAN-FM Upper Sandusky, Ohio (BALH790809GY). Action Nov. 1.

■ WRWR-FM Port Clinton, Ohio (94.5 mhz, 6.7 kw)—Broadcast Bureau granted assignment of license from Ohio Radio Inc. to Triplett Broadcasting for $381,000. Seller is principally owned by Annette W. Reider as beneficiary of late husband's estate (26%); rest of stock is held by large group of local residents. Seller also owns WKTN(FM) Kenton, Ohio. Triplett has sold WPNM(FM) Ottawa, Ohio (BALH790731EL). Action Nov. 1.

■ WSPD(AM) Toledo Ohio (1370 khz, 5 kw)—Broadcast Bureau granted assignment of license from Storer Broadcasting Co. to WSPD Inc. for $3.3 million. Buyer is owned by Willard Schroeder (56%), Edsko Hekman (28%), Michael Lareau (10%) and Clifford Christenson (6%). Group also owns WOOD-AM-FM Grand Rapids, Mich. (BAL790614HN). Action Nov. 8.

■ KTOW(AM) Sand Springs, Okla. (1340 khz, 500 w-D, 250 w-N)—Broadcast Bureau granted assignment of license from Proud Country Entertainment Inc. to Music Sound Radio Inc. for $250,000. Seller is owned by American Entertainment Corp. Buyer is owned by John B. Jarrett III, Luther C. Graham and Joe Bowen (33.3% each). Jarrett and Graham own Sand Springs, Okla., steel fabrication investment, sand mining company and land development companies. Neither has other broadcast interests. Bowen is Sand Springs carpet retailer and former general manager of KTOW. (BAL790918EK). Action Nov. 7.

■ KGOL(FM) Lake Jackson, Tex. (107.3 mhz, 28 kw)—Broadcast Bureau granted assignment of license from Coastal Broadcasting Inc. to John Brown Broadcasting Inc. for $784,000. Seller is principally owned by Jim T. Payne and Lewis Wilburn (44% each). It also owns KBRZ(AM) here. Buyer is owned by John Brown University; Dr. John E. Brown Jr. is president. It also owns KUOA(AM)-KMCK(FM) Siloam Springs, Ark., and KGER(AM) Long Beach, Calif. (BALH790214ES). Action Nov. 7.

In Contest

Procedural rulings

■ Tucson, Ariz. (Golden State Broadcasting Corp. et. al.) **FM PROCEEDING:** (BC Docs. 79-56-60—ALJ Frederic J. Coufal, by three separate actions, ruled on nine petitions to enlarge issues, action Nov. 1; granted petition by Tucson Community Broadcasting Inc. and amended its application to show time extension on bank loan commitment, granted petition by Old Pueblo Broadcasting Corp. to show change of employ-

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	156	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

**Special temporary authorization*

***Includes off-air licenses*

C 1750-1

Stunning upset in November sweeps
Down to the wire in Geneva

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The Week in Brief

CBS-TV DISLODGES ABC-TV ☐ The network comes in first in the November sweeps, the first time since 1975 when ABC-TV took the honors. **PAGE 29.** It comes in the wake of the Nielsen report for the week ended Nov. 25 when CBS-TV was number one for a second week in a row. **PAGE 66.**

FUTURE WITHOUT FEAR ☐ CBS President Jankowski cites comparable uncalled-for hand-wringing in the past as he says TV will survive and prosper despite new challenges. **PAGE 30.**

EARLY GIFTS FROM SILVERMAN ☐ At its meeting in Puerto Rico, the NBC-TV affiliates' board of directors gets a nice package of reports on record sales, improved ratings and plans for new programing. And there's also the prospect of a Foxx returning to his original den. **PAGE 30.**

ON TAP IN PALM BEACH ☐ The ANA annual meeting this week will face some familiar problems. President Allport spells them out and reports on the association's counter measures. **PAGE 31.**

QUELLO ON STUMP ☐ The FCC commissioner and friends begin campaigning for his reappointment. **PAGE 31.**

CARTER-MONDALE VS. NETWORKS ☐ Campaign committee accepts CBS offer of five minutes. ABC proposes half-hour, but time slot isn't acceptable. No word from NBC as of Friday. **PAGE 33.**

BACK-OFF ON BORDER TV ☐ The FCC says it won't take action on Canadian pre-release of U.S. programing. At same meeting, commission officially shelves top-50 policy and makes it easier for phone companies to get into rural cable ownership. **PAGE 34.**

THE SCOREBOARD AT GENEVA ☐ As WARC staggers to a close this week, the U.S. is losing ground on AM expansion, but gaining with the 12 ghz satellite issue. The American delegates make some concessions during the sessions that have been going on since September, but seem ready to declare that, on certain issues, U.S. will not be bound to WARC decisions. **PAGE 36.**

TED TURNER'S BRAINCHILD ☐ The target date for the start of the Atlanta superstation owner's Cable News Network is less than six months away. A visit with key CNN executives gives some insight to their staffing, programing and technical plans. **PAGE 44.**

COPYRIGHT MISGIVINGS ☐ Broadcast, motion-picture, sports and union spokespersons voice their concerns about proposed changes in the law. **PAGE 49.**

SETBACK TO NTIA ☐ A Congressional Research study, requested by Van Deerlin, contends that only Congress can require cable operators to obtain broadcaster consent for retransmission. That goes against NTIA's contention that the FCC has such authority. **PAGE 54.**

FCC GOES UPSTAIRS ☐ The commission asks the Supreme Court to review an appeals court decision that invalidated the FCC's 1976 policy statement on station format changes. **PAGE 55.**

CABLE'S LEDGER FOR '78 ☐ The annual FCC figures on the industry's finances show another substantial gain in revenues, but a slowdown in profits due to a 28% increase in operating expenses. **PAGE 63.**

ABC-TV RETRENCHES ☐ After only limited success with aggressive moves to enhance its programing leadership, the network puts some of its powerhouses back in their old slots and comes up with some new series. **PAGE 69.**

COMSAT'S CHARYK ☐ As president and chief executive officer of Comsat, Joseph Charyk must concern himself with balance sheets and the need for profits. But it is a life-long affection for technology that provides most of his motivation. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

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Business

Costs cut into 1978 cable industry profits

Annual FCC data on finances of industry shows 1978 to be best year ever in revenues, but expenses keep income at modest gain over '77; pay cable broken out for first time

The cable television industry's operating revenues in 1978 climbed an impressive 25.3% over its 1977 total, according to the FCC. But a 28.1% increase in operating expenses during the same span helped to brake profits to a gain of just 2.5%.

The data, released last Monday (Nov. 26), showed cable TV operating revenues in 1978 were $1,511,028,545, which surpassed 1977's $1,205,875,733 by more than $305 million.

And, for the first time, the FCC offered a break-out of pay television's part of the revenues: $191,942,374, about 13% of the industry total.

Net pretax income last year was $137,120,419, only $3.38 million more than $133,736,554 income in the preceding year. The 2.5% profit gain for 1978 followed profit increases of 131.9% in 1977 and 114.5% in 1976.

Operating expenses, $716,950,304 in 1977, ballooned to $918,025,164 last year. That left an operating income of about $592.7 million, or a 39% operating margin before expenses of depreciation/amortization, interest and taxes.

The FCC reported these other statistics on the cable industry's performance in 1977:

- There were 14,113,945 subscribers in 1978, 10% more than the 12,832,014 in

State	Number communities	Number Financial entities	Number subscribers	Average subscriber rate	Average installation fee	Total operating revenues	Pay TV revenues	Total Operating expenses	Income (loss) before tax	Total assets	% of subs not included
Alabama	117	55	272,344	$7.52	$18.17	$29,817,566	$4,902,851	$16,890,579	$6,394,056	$55,161,329	23.9
Alaska	13	10	13,779	18.35	23.50	3,741,703	221,517	2,872,353	391,597	3,168,902	3.7
Arizona	67	38	75,701	8.49	20.76	9,860,829	853,209	6,247,796	1,178,986	23,636,090	12.1
Arkansas	105	62	173,548	6.49	14.97	17,257,515	787,020	9,930,115	(2,109,923)	29,852,396	0.7
California	479	168	1,700,164	7.34	15.96	195,008,161	33,504,972	111,964,141	18,801,976	400,845,122	11.0
Colorado	77	33	98,316	7.61	17.85	9,327,847	317,915	5,546,242	(373,790)	19,196,092	2.5
Connecticut	54	16	180,602	8.41	20.46	20,710,130	3,155,962	11,562,934	1,469,248	50,777,021	23.9
Delaware	42	8	98,516	7.61	23.11	10,518,044	1,273,937	5,296,319	2,911,135	24,485,395	0.0
Florida	307	84	606,383	7.38	19.98	62,543,152	10,120,149	41,602,861	639,941	160,901,636	2.8
Georgia	149	61	319,645	7.19	15.03	32,780,375	4,248,972	18,205,973	5,820,243	52,105,689	5.3
Hawaii	16	8	57,165	6.83	32.46	4,816,814	164,914	3,361,397	(78,090)	8,381,406	39.7
Idaho	47	22	46,328	7.40	22.41	5,347,007	755,464	2,922,652	461,034	7,928,806	26.4
Illinois	181	72	386,549	7.03	16.43	36,369,931	3,693,522	22,291,210	4,557,141	64,182,790	9.0
Indiana	113	52	221,705	6.65	16.26	19,502,972	1,665,202	11,081,389	858,293	37,860,512	18.1
Iowa	77	35	154,065	7.34	14.81	16,686,860	3,098,467	9,326,717	1,947,860	27,515,049	0.0
Kansas	122	83	205,687	7.49	12.50	19,564,272	1,726,357	11,960,474	3,374,634	29,281,420	4.1
Kentucky	266	104	199,753	6.65	17.38	38,213,407	556,217	27,887,017	7,439,561	35,325,711	0.9
Louisiana	80	36	259,034	7.21	13.81	19,244,023	1,117,469	11,462,993	1,280,418	36,608,896	1.7
Maine	61	19	83,553	7.02	14.78	7,051,184	86,005	4,389,259	(569,435)	16,370,959	12.1
Maryland	93	25	79,041	7.12	16.12	7,575,195	422,207	5,461,304	468,640	10,513,728	27.8
Massachusetts	98	34	272,651	7.45	17.66	26,487,768	2,498,469	15,973,146	2,499,583	41,383,820	0.0
Michigan	245	56	355,332	6.85	16.36	38,105,898	3,563,777	22,511,651	1,157,534	70,914,050	14.0
Minnesota	135	87	172,571	7.13	16.18	16,068,796	1,354,109	9,030,963	2,597,232	35,884,547	0.0
Mississippi	90	49	190,754	7.03	15.67	16,458,363	472,083	8,977,043	4,036,117	24,146,768	9.7
Missouri	110	64	171,312	6.85	13.56	15,947,532	1,773,356	9,440,792	1,947,658	22,805,587	1.6
Montana	53	27	95,496	8.47	20.27	11,110,705	1,008,042	5,950,184	3,632,090	20,010,912	3.1
Nebraska	52	32	83,241	7.22	12.36	7,070,365	406,810	4,082,328	(3,982,597)	20,119,648	8.2
Nevada	14	9	36,051	6.99	13.20	4,579,042	1,198,941	2,584,963	1,291,055	5,567,771	12.4
New Hampshire	55	16	75,430	6.74	18.47	6,472,085	237,797	3,552,668	1,513,798	8,737,055	22.5
New Jersey	215	33	452,022	6.60	20.42	50,159,995	11,261,846	31,961,540	3,206,841	116,465,294	0.0
New Mexico	61	29	115,800	7.91	15.79	11,902,348	1,126,520	7,238,977	2,267,863	22,011,576	0.0
New York	544	119	971,729	6.36	16.46	114,427,929	24,445,612	76,909,703	3,382,886	214,484,908	10.7
North Carolina	92	45	255,031	6.93	13.17	22,442,201	1,562,971	12,562,969	3,550,120	44,975,878	7.5
North Dakota	33	28	41,203	7.61	15.75	16,172,230	239,311	11,738,316	(1,732,192)	27,658,957	23.8
Ohio	491	116	725,684	6.81	14.45	69,969,907	9,108,266	51,621,666	(8,743,591)	166,384,115	0.0
Oklahoma	92	78	196,522	7.03	11.77	18,945,019	1,891,988	10,426,754	3,891,103	37,000,316	9.2
Oregon	128	59	159,074	7.40	18.95	14,971,727	1,412,062	8,559,598	3,977,826	25,882,565	28.0
Pennsylvania	1,172	179	1,107,301	6.06	15.58	115,796,465	9,442,088	65,470,636	18,223,638	194,737,306	11.1
South Carolina	71	31	141,690	7.74	15.44	14,776,228	2,597,270	10,401,645	(2,002,640)	35,329,253	13.0
South Dakota	27	14	50,849	7.25	13.50	4,591,390	103,614	2,848,823	230,378	6,477,306	9.0
Tennessee	101	44	153,838	7.01	13.63	13,966,983	833,024	8,411,137	(1,073,024)	37,763,657	12.8
Texas	299	179	735,465	6.84	14.45	71,186,315	8,439,303	41,650,707	8,752,021	136,160,910	9.7
Utah	7	3	16,338	7.55	15.62	1,709,380	193,266	1,769,357	(1,435,894)	6,610,405	12.6
Vermont	55	18	49,403	6.13	18.16	4,459,178	323,158	2,269,156	1,454,248	4,110,283	19.6
Virginia	128	55	191,653	6.83	14.12	19,895,768	2,524,171	12,424,887	858,329	44,803,593	12.1
Washington	207	62	346,281	7.71	18.91	42,363,319	9,475,455	24,536,447	7,706,193	68,479,845	5.4
West Virginia	271	87	197,749	6.56	16.06	31,199,067	1,834,555	15,369,653	11,644,349	31,389,007	37.6
Wisconsin	99	38	143,823	7.18	15.13	13,292,408	947,655	7,640,429	1,944,786	25,314,905	22.6
Wyoming	50	23	66,233	7.48	19.99	9,746,537	1,361,468	5,510,227	3,050,945	16,855,933	1.1
Other	9	5	35,400	11.90	22.25	6,333,219	548,487	4,586,844	256,274	8,678,906	0.0
U.S. Total	7,470	2,610	12,657,804	7.03	16.35	1,376,547,004	174,859,503	836,320,924	124,916,456	2,615,244,029	8.9
U.S. Totals (Projected to 100%)	8,200	2,865	14,113,945	7.03	16.35	1,511,028,545	191,942,374	918,025,164	137,120,149	2,870,739,878	0.0

Where cable's money comes from, where it goes

Revenues	
Installation revenue	$ 63,230,221
Regular subscriber revenue	1,109,388,350
Per program or per channel gross revenue (pay television)	174,859,503
Advertising revenue	4,852,943
Special service revenue	3,007,026
Other revenue	20,848,761
Total operating revenues	1,376,547,004
Expenses	
Salaries, wages and employe benefits	169,412,901
Pole rentals	37,481,275
Duct rentals	1,347,307
Private microwave service (CARS)	4,744,347
Common carrier microwave service	17,111,854
Total tariff (leaseback) charges (applies to systems receiving telephone company channel service)	959,627
All other service expenses	141,648,008
Payments to pay cable program suppliers	64,318,169
Origination Expenses	
Salaries, wages, and employe benefits	7,786,567
All other origination expenses	12,734,039

Selling, General, and Administrative Expenses	
Salaries, wages, and employe benefits	107,717,831
Franchise fees	33,708,225
Copyright fees	9,143,069
All other selling, general and administrative expenses	228,207,705
Total operating expense	836,320,924
Total operating income	539,904,789
Depreciation and Amortization	
Depreciation	248,936,403
Amortization	25,201,294
Other income	14,011,495
Other Expenses	
Interest	125,880,900
Miscellaneous	23,381,140
Total other income (or loss)	(110,239,944
Extraordinary items	2,053,797
Total income (or loss) before taxes	124,916,456

Note: Figures in this table are totals for the 91% that responded to FCC, which the commission projected to 100% for its final industry figures.

1977.

- The national average monthly subscriber rate for basic service was $7.03 in 1978, up from $6.85 in 1977. The lowest average rate was $6.03 in Pennsylvania; the highest was $15.99 in Alaska.
- The national average monthly rate for pay cable was $8.60. The lowest average rate was $5 in Vermont; the highest was $15.99 in Alaska.
- In 1978, pay cable services were offered in 760 financial entities comprising 3,079 communities. California, New York and New Jersey again were the leading states in terms of pay cable revenues.
- Cable reached 8,200 communities in 1978, 169 fewer than in 1977. An FCC spokesperson said there was no specific explanation for the slight decline, but slight changes in the reporting requirement and the much larger responses (91%) to the latest survey required less projection for 100% totals and made the 1978 statistic more precise.
- Those 8,200 communities were consolidated for reporting purposes into 2,865 financial entities, the average of which had about 5,000 subscribers and total revenues of $527,000. The FCC defines a financial entity as one or more cable systems which report as one business entity.

(For comparable cable TV data for 1977, see BROADCASTING, Jan. 1).

Schmidt re-emerges with new company in cable world

Former NCTA president hopes to implement many of the medium's unfulfilled technological promises

There will be an unfamiliar company represented at the Western cable show that opens in Anaheim, Calif., next week, but the company's president and representative should be familiar to all in the business.

The company is Communications Technology Management and its president is Robert Schmidt.

Since stepping down from the presidency of the National Cable Television Association Aug. 1, Schmidt has been busy putting together CTM, a company that he feels will make good on many of the promises made by the cable industry over the years.

By making use of state-of-the-art technology in computers, cable, satellite and microwave, Schmidt and CTM hope to provide all the nonentertainment, two-way services that cable operators have been talking about for many years but have somehow not been able to bring to fruition.

"Some people think that cable is an entertainment service at best," Schmidt says. "We disagree." Schmidt says that there are many nonentertainment services that can be provided on an interactive basis by satellite and microwave with "cable being the critical link to the consumer."

Schmidt feels that technology is the least of CTM's problems. He says the hardware and the software are "on the shelf" and sees his job as finding the proper application of that technology.

Schmidt says that some of the services that CTM one day hopes to provide include security alarms, smoke detectors, medical alert, electronic banking, peakload management and shopping at home.

In addition, Schmidt feels that a system would give people access to all kinds of computerized information banks. This, he says, would be of particular help to small businessmen and educators.

The system Schmidt envisions is far more sophisticated that anything that has yet been seriously considered. Schmidt wants to put a computer terminal with full keyboard into every cable home linked to the CTM system. These terminals will be interconnected with computers throughout the country by satellite—he feels that uplinks will proliferate as have downlinks—or by microwave.

Schmidt

Schmidt says the first couple of years the company will be involved in research and development, with "the stress on development." At the end of the period, Schmidt says, CTM will become a marketer and try to introduce one system into cable systems throughout the country.

The development will be expedited by setting up two-way cable systems in several test markets, some of which will be new systems and others rebuilt, he said. He declined to say where the first test market would be, wishing to save that announcement for Anaheim. The first test market will involve 3,000 homes.

Schmidt has entered into this project with four other investors, all of whom are also familiar faces to cable: Jack Crosby, Bob Hughes, Fred Liberman and Dick Loftus. All are long-time cable entrepreneurs; Hughes and Crosby are exchairmen of NCTA, and Loftus is a former secretary of the association. Crosby, Libermand and Hughes have money to invest. They sold their interests in Communications Properties Inc., a company with some 325,000 subscribers to Times-Mirror last February and netted $86 million on the deal.

Loftus recently sold a number of cable systems he owned to Prime Cable Corp., owned by himself, Crosby and Hughes.

According to Schmidt, Crosby and Liberman have bought and sold the cable systems that now make up most of Cox Cablecasting and United Cable.

Schmidt is president and chief executive officer of CTM. Tom Crowley, lured from an Arlington, Va., cable system where he served as chief financial officer, has been appointed executive vice president and chief operating officer. Regina Schewe, another with ties to the NCTA as assistant to the president, joins CTM as vice president, administration.

During the R & D phase of CTM's development, Schmidt's staff will be assisted by a number of outside consultants, including Rick Gould, a Washington consulting engineer with knowledge of satellites and cable, and Imperial Computer Service, based outside Los Angeles. Angeles.

Schmidt said that headquarters for the new company will be in the Washington suburb of McLean, Va. He said he chose that location because it is becoming a major communications center. (It is currently home for Telecomputing Corp. of America, Satellite Business Systems and Mitre Corp.) He also feels that it is a good idea to stay close to the communications policy makers at the FCC and on Capitol Hill.

Will performance in prime time affect ABC pricing on Wall Street?

There's concern, but no panic, say analysts; drop in stock since beginning of season outpaces other broadcast firms, however

With the possibility of a loss in the November sweeps looming large on ABC's horizon, signs of investor unease seem to be growing as well. "People are getting nervous" was the way one observer analyzed the situation, while another noted that the unexpected weakness in ABC's prime-time schedule might provide just the "excuse" a timid stockholder would need to clear out of a holding in a field that has a high "emotional" component.

Compared with the price of the network's stock at the start of its season on Sept. 10, ABC shares were down more than 13% early last week. That drop outpaced any other among stocks of "pure" broadcasters on BROADCASTING's "Stock Index;" average performance of the group over that period was an advance of a fraction of one percent. Looked at from another angle, since the first week of November, when broadcasters began to recover from the marketwide effects of the Federal Reserve Board's interest-rate increases, ABC advanced 3.6%, while the group's average was a 7.1% climb.

Vis-a-vis the parents of the other two networks, CBS stock last week was about 10% behind its early September position, and has rebounded 5% since Nov. 7, and RCA's figures for those periods are minus 16.6% and plus 5.2%.

On the other hand, securities analysts looking at the situation tended to downplay the significance of the ratings drop in prime time as a factor affecting the company's performance next year. John Reidy of Drexel Burnham Lambert took note of ABC strength in other dayparts, especially daytime with its high profit margins, while Fred Anschel of Dean Witter Reynolds observed that "a competitive ratings race is good for everybody; it tightens up the pricing" among the three networks. Saying that the effect of the poor ratings performance is "not as obvious as it looks," Dennis Leibowitz of Donaldson, Lufkin & Jenrette sees much of the decline attributable to movies, as opposed to series which could be more important over the long term. Still, he voiced some concern that "ABC's share of the dollars might be down" next year.

Bill Suter, broadcast analyst with Merrill Lynch, concedes that the ratings shift could "have some small effect" on ABC's performance next year, but he still believes that the outlook for the company is good, with solid earnings potential. Suter is sticking with his buy recommendation for ABC. From his vantage point, while the ratings news is generating some "wondering and questioning," with people paying close attention to the effects of ABC's announced scheduled changes, there's been "no panic" among ABC investors.

Smith Barney Harris Upham's Ed Atorino has taken a somewhat more pessimistic view. Several weeks into the season, he pulled his buy recommendation on ABC, as a consequence of the ratings disappointments. Although recognizing the positive results in other dayparts, he holds that "prime time is still 50% of the business. The confidence factor is eroding a little," he says, looking at the issue's market performance.

There are indications that ABC itself is similarly seeing "concern" but not "panic" on the part of investors who want to know to what extent the ratings picture is correctable and what the company intends to do about it. On that score, the company was comfortably positioned in having revealed its schedule changes last week before the news of its third place ratings defeat broke.

Putting the picture in perspective, one industry source said what's happened in the last several weeks is that Wall Street has reflected the tighter ratings in its stock pricing, now that the ratings momentum "has taken a step across 53d Street."

Another observed that the recent activity shows the market has "grown up" and no longer "goes bananas on the ratings" as it would have some years ago; now a longer term view prevails.

Shop at home

Warner Cable Corp., New York, and the American Express Co., New York, have joined forces to test a "Video Catalogue Channel" on two of Warner's cable systems in Reston, Va., and Columbus, Ohio. American Express is acquiring a 50% interest in Warner Cable for $175 million (BROADCASTING, Sept. 17).

The video catalogue will be tested for several weeks at Warner's Qube two-way interactive system in Columbus and at its system in Reston. Robert G. McGroarty, vice president of marketing for Warner Cable, said the results of this test will be the first step in developing a merchandise channel for the cable industry.

Products from the American Express Christmas catalogue will be shown at five-minute intervals. Qube viewers can activate their orders by pressing a designated button, while Reston viewers may order by telephone.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Kansas State Network	Year 8/31	$20,455,000	+17.5	$2,226,000	+16.5	$1.22	$17,396,000	$1,910,000	$1.10
Medcom	9 mo. 9/30	8,312,856	+ 9.7	324,146	−3.2	.18	7,572,586	334,771	.18
A. C. Nielsen	Year 8/31	398,106,000	+22.9	28,131,000	+ 7.5	2.38	323,831,000	24,297,000	2.21
Oak Industries	9 mo. 9/30	202,181,000	+47.3	7,649,000	+147.5	2.00	137,187,000	3,090,000	.96
Ogilvy & Mather	9 mo. 9/30	153,973,000	+20.5	7,708,000	− 0.9	1.89	127,790,000	7,776,000	1.97
Rollins	3 mo. 9/30	91,801,690	+12.9	6,463,797	+15.0	.48	81,263,396	5,620,075	.42
Times-Mirror	40 wk. 10/7	1,203,313,000	+12.9	109,358,000	+15.6	3.22	1,064,978,000	94,598,000	2.73
20th Century-Fox	9 mo. 9/29	496,254,000	+ 5.7	46,535,000	− 9.5	5.64	409,130,000	51,402,000	6.43
Walt Disney Productions	Year 9/30	798,773,000	+ 7.5	113,778,000	+15.8	3.51	741,143,000	98,385,000	3.04

Allocation

Petition

- Metairie, La.—Robert Allen requests amendment of FM Table of Assignments to assign 98.3 mhz to Boyce, La. (RM-3527). Ann. Nov. 19.

Translators

Applications

- Tucson, Ariz.—Tucson Television Society seeks CP for new UHF translator on ch. 27 (TPO: 1000 w. HAAT: 200 ft.) to rebroadcast directly KNXV-TV Phoenix. Ann. Nov. 19.
- Austin, Nev.—Las Vegas Valley Broadcasting Co. seeks CP for new VHF translator on ch. 6. (TPO: 10 w, HAAT: 20 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 19.
- Ely and McGill, both Nevada—Las Vegas Valley Broadcasting Co. seeks CP for new UHF translator on ch. 58 (TPO: 100 w, HAAT: 25 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 19.
- Eureka, Nev.—Las Vegas Valley Broadcasting Co. seeks CP for new VHF translator on ch. 57. (TPO: 100 w, HAAT: 20 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 19.
- Littlefield and adjacent area, Nev.—Clark County Bd. of Commissioners seeks CP for new UHF translator on ch. 39 (TPO: 20 w, HAAT: 30 ft) to rebroadcast directly KSHO(TV) Las Vegas. Ann. Nov. 20.
- Littlefield and adjacent area, Nev.—Clark County Bd. of Commissioners seeks CP for new UHF translator on ch. 36 (TPO: 20 w, HAAT: 30 ft.) to rebroadcast directly KLAS-TV las Vegas. Ann. Nov. 20.
- Mesquite and Bunderville, both Nevada—Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 7. (TPO: 10 w, HAAT: 100 ft.) to rebroadcast indirectly KSHO(TV) Las Vegas. Ann. Nov. 20.
- Mesquite and Bunderville, both Nevada—Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 100 ft.) to rebroadcast indirectly KVBC(TV) Las Vegas. Ann. Nov. 20.
- Mesquite and Bunderville, both Nevada—Clark County Bd. of Commissioners seeks CP for new VHF translator on ch. 11. (TPO: 10 w, HAAT: 100 ft.) to rebroadcast indirectly KLAS-TV Las Vegas. Ann. Nov. 20.
- Clark and rural area, Wyoming—Park County seeks CP for new VHF translator on ch. 7. (TPO: 10 w, HAAT: 23 ft.) to rebroadcast indirectly KRMA-TV Denver. Ann. Nov. 19.
- Clark and rural area, Wyoming—Park County seeks CP for new VHF translator on ch. 11. (TPO: 10w, HAAT: 23 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.
- Cody, Powell and rural area, all Wyoming—Park County seeks CP for new UHF translator on ch. 51. (TPO: 100 w, HAAT: 27 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.
- Cody, Powell and rural area, all Wyoming—Park County seeks CP for new UHF translator on ch. 49 (TPO: 100 w, HAAT: 27 ft.) to rebroadcast indirectly KRMA-TV Denver. Ann. Nov. 19.
- Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 65. (TPO: 100 w, HAAT: 25 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.
- Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 63. (TPO: 100 w, HAAT: 25 ft.) to rebroadcast indirectly KTWO-TV Casper, Wyo. Ann. Nov. 19.
- Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 69. (TPO: 100 w, HAAT: 25 ft.) to rebroadcast indirectly KTVQ-TV Billings, Mont. Ann. Nov. 19.
- Meeteetse and rural area, Wyoming—Park County seeks CP for new UHF translator on ch. 67. (TPO: 100 w, HAAT: 25 ft.) to rebroadcast indirectly KULR-TV Billings, Mont. Ann. Nov. 19.

Cable

- Salem Cable TV Co. for Odin, Ill. (IL0327) new system.
- Tele-Media Co. of Lake Erie for Conneaut, North Kingsville, and Kingsville, all Ohio (OH0028, 282, 399) add signal.
- LaMesa Cable TV Co. for LaMesa, Tex. (TX0086) add signal.
- Badger CATV a Joint Venture for Ladysmith, and Flambeau, both Wisconsin (WI0012, 157) add signal.
- Murfreesboro Cable Television Co. for Murfreesboro, Tenn. (TN0082) add signal.
- Quincy Cable TV Inc. for Quincy, Wash. (WA0285) add signal.
- Telecable Associates Inc. for Rayne, La. (LA0169) new system.
- Cable Services Inc. for Blue Springs, Neb. (NE0046) add signal.
- Northwest Cablevision Inc. for Seattle, Des Moines, Issaquah, and Kent, all Washington (WA0069, 121, 2, 065) add signal.
- Teleprompter of Seattle for King (North), King (Central), King (South), Medina, Normandy Park, Benton, and Tukwila, all Washington (WA0083, 123, 083, 1, 188, 068, 205) add signal.
- Television Enterprises Inc. for Sonora, Tex. (TX0578) new system.
- Teleprompter Corp. for North Ridgeville, Ohio (OH0696) new system.
- Teleprompter Corp. for Maquoketa, Iowa (IA0100) new system.
- Teleprompter Southeast Inc. for Hypoluxo, Fla. (FL0471) new system.

Call Letters

Applications

Call	*Sought by*
	New AM
KMNO	Redwood Empire Radio, Willits, Calif.
	New FM's
*WMFE-FM	Florida Central East Coast Educational Television, Orlando, Fla.
*KIWR	Iowa Western Community College, Council Bluffs, Iowa
KDWZ	SS Broadcasting Inc., Crookston, Minn.
	New TV
WLYJ	Christian Communication Center Inc., Clarksburg, W. Va.
	Existing AM's
KWXI	KQAC Glenwood, Ark.
KKRP	KORD Pasco, Wash.

Grants

Call	*Assigned to*
	New FM's
KJAD	KUAI Inc., Kauai, Hawaii
*WXPN	Trustees of Univ. of Pennsylvania, Philadelphia
	Existing AM's
WRKT	WMOD Cocoa Beach, Fla.
KXKS	KKJY Albuquerque, N.M.
	Existing FM's
KABK-FM	KMCW-FM Augusta, Ark.
WRKT-FM	WRKT Cocoa Beach, Fla.
WKCX	WROM-FM Rome, Ga.
KSAS	KFIX-FM Liberty, Mo.
WSKS	WLWS Hamilton, Ohio

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

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"At Large" with Roone Arledge

Broadcasting ⚡ Dec 10

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The Week in Brief

DISK MARKET BATTLE ESCALATES ☐ RCA unveils its SelectaVision that will compete with DiscoVision beginning in 1981. **PAGE 27.**

ANA GIRDS FOR CHANGES ☐ Session at annual meeting focuses on the new technologies and how much and how little they will affect existing media. **PAGE 27.**

SHORTWAVE JAMMING ☐ The U.S. and Israel, in a reference to tactics of the Cold War with the Russians, say they will resurrect that issue again at the HF conference in 1983 or 1984. **PAGE 29.**

ANGRY WORDS ON IRAN ☐ State Department's Hodding Carter complains about TV interviews with the Ayatollah. The networks, on the other hand are unhappy over the blackout of the shah in Texas. **PAGE 29.**

LESSONS FROM SWEEPS ☐ The networks examine the failures and successes of November, especially the disappointments of specials and miniseries. **PAGE 30.**

WAIT 'TIL NEXT YEAR ☐ Congress shuts the door on any markup of the Communications Act revision, but indicates that the legislation will be considered early in 1980. **PAGE 32.**

RADIO IN '78: ANOTHER BIG YEAR ☐ Profits of the radio industry registered another 26.4% gain in 1978 to reach a pretax level of $311.1 million. That's part of the comprehensive financial data on radio network and station operations released by the FCC. **PAGE 37.** The market-by-market breakdown of station revenue and profit in 1977 and 1978 begins on **PAGE 44.**

THE ARLEDGE PRINCIPLES ☐ Two-and-a-half years ago, Roone Arledge assumed the added responsibilities of President of ABC News, provoking immediate speculation that he might use some of his successful sports showmanship in the news area. It hasn't happened and Arledge sat down with BROADCASTING editors to explain what he has done and the basics that have guided him. **PAGE 70.**

AFTER WARC; IN THE LOCKER ROOM ☐ Ambassador Robinson expresses satisfaction about U.S. progress at the just-completed Geneva conference. Broadcast satellite service will be further planned at a special 1983 gathering. **PAGE 82.**

UN REPORT TONED DOWN ☐ "Study of Global Communications," to be considered in Belgrade next fall, doesn't come down as hard as feared on Western journalists. **PAGE 94.**

A FAMILIAR ORDER ☐ ABC-TV bounces back into the ratings lead during the week ended Dec. 2. **PAGE 99.**

AN UNDAUNTED SPELLING ☐ The veteran TV producer ran into trouble last month with his first miniseries. But he remains confident that it was just a stutter in his record of successes that date back to the 1950's. **PAGE 99.**

TV'S IRRESISTIBLE FORCE ☐ When Sandy Frank sets a goal, nothing stops him. That is why the president of Sandy Frank Film Syndication Inc. has earned a reputation as a supersalesman as well as the person who almost single-handedly fought to outlaw multiple exposure during TV access time. **PAGE 129.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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In 1978, the eight radio networks had revenues of $89,861,000,
their 36 owned-and-operated AM and FM stations added another $146,453,000
and 5,712 other AM and AM-FM stations brought in a total of $2,398,989,000
for an industry total of $2,635,303,000.

Expenses for the networks in 1978 were $74,505,000,
their 36 owned stations spent $118,072,000,
and other AM and AM-FM stations had expenses of $2,131,161,000
for an industry total of $2,324,238,000.

So the radio networks reported their second straight profit year—$15,356,000;
owned stations showed a pretax profit of $28,381,000, up 33.8% from 1977,
and profits for AM and AM-FM stations were $267,328,000, up 33.9% from 1977
for an all-radio pretax profit of $311,065,000, up 26.4% from 1977.

1978: Radio's star keeps rising

Radio profits, on a dramatic climb since the recession year of 1974, registered an additional 26.4% increase in 1978 to attain pretax income of $311.1 million for the industry. The 1977 profits were $246.1 million.

That is the bottom line of the FCC's annual financial data being released today (Dec. 10). It covers the operations of the national networks (ABC's three AM and one FM network, CBS, MBS's two networks and NBC) 4,316 AM stations and jointly reporting AM-FM combinations (in which 1,479 FM's were included), 655 stations associated with AM stations but reporting separately in 1978, and 777 independent FM stations.

The radio industry's over-all revenues in 1978 also grew, up 15.9% to $2,653.3 million from $2,274.5 million in the preceding year. The increase in broadcast expenses was less, rising 14.6% from $2,028.4 million in 1977 to $2,324.2 million last year.

The radio figures, combined with television data released last summer (BROADCASTING, July 30), offered this healthy report on broadcasting's finances in 1978 (see table 1):

- Broadcast revenues of $9,548.3 million, 17% more than in 1977.
- Broadcast expenses of $7,590.2 million, up 16.7% from 1977.
- Broadcast pretax income of $1,958.2 million, up 18.9%.

Advertiser expenditures in radio in 1978 came to $2,911.2 million, up 15.9% from

1. The radio and television broadcast services' 1978 totals of revenues, expenses and income, for networks and stations

Broadcast revenues	**1978**	**1977**	**% Increase 1977-1978**
Radio	$2,635,303,000	$2,274,500,000	15.9
Television	6,913,000,000	5,889,000,000	17.3
INDUSTRY TOTAL	**9,548,303,000**	**8,163,500,000**	**17.0**
Broadcast expenses			
Radio	2,324,238,000	2,028,400,000	14.6
Television	5,265,900,000	4,488,000,000	17.3
INDUSTRY TOTAL	**7,590,138,000**	**6,516,400,000**	**16.7**
Broadcast income (before federal income tax)			
Radio	311,065,000	246,100,000	26.4
Television	1,647,100,000	1,401,000,000	17.5
INDUSTRY TOTAL	**1,958,165,000**	**1,647,100,000**	**18.9**

Notes: 1978 radio data covers the operations of the nationwide networks (CBS, MBS's two networks, NBC and ABC's three AM networks and one FM network), 4,316 AM stations and jointly reporting AM-FM combinations (in which 1,479 FM's were included), 655 FM stations associated with AM stations but reporting separately in 1978, and 777 independent FM stations. This data also includes the compensation paid by other (regional, state, etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, nor their expenses. Radio data for 1977 covers the operations of the nationwide networks, 4,292 AM and AM-FM stations, (1,486 FM stations filing combined reports with AM's), 588 associated FM's that reported separately and 741 independent FM stations. TV data for 1978 covers the operations of three networks and 708 stations. TV data for 1977 covers the operations of three networks and 697 stations. Figures in these columns may not add to totals because of rounding.

1977 (see table 3). That amount was broken down to $126.4 million for network advertising, up 7%; $592.1 million for national and regional spot advertising, up 13.6%, and $2,192.7 million for local advertising, up 17.1%. The advertiser expenditure figures include commissions to advertising agencies, representatives, brokers and others but do not include advertiser-supplied commercials or programs.

The FCC figures do pinpoint one area in which profits slid: the network operations of the eight national radio networks (see table 5). According to the FCC figures, there was a 1978 profit of $15.4 million (down 39.3%) on revenues of $89.9 million (up 6.4%). This compares with a profit of $25.3 million on revenues of $84.4 million in 1977 (see table 3).

However, it is noteworthy that network operations had a second straight year of profits, after a lingering slump in the preceding four years (BROADCASTING, Dec. 11, 1978).

And the report for the networks' 36 AM and FM owned-and-operated stations was a good one: profits of $28.3 million in 1978, up 33.8%, on revenues of $146.5 million, up 14.2% (see table 3).

Revenues in 1978 for the other 5,712 AM, AM-FM and FM entities, representing 7,191 other AM, AM-FM and FM stations, were $2,399 million, up 16.4% from 1977, with pretax profits of $267.3 million, up 33.9% (see table 3).

The percent of AM and AM-FM stations operating a full year in 1978 that reported a profit was practically the same as the preceding year—67% as compared to 66% in 1977. However, the proportion of independent FM stations showing a profit last year was 57%, up from 52% in 1977. Of the FM stations associated with an AM, 67% earned a profit in 1978 and 63% in 1977 (see table 6).

Of the 4,214 AM and AM-FM stations that reported a profit or loss last year, 2,814 entities were in the black. In that group 124 had incomes of $500,000 or more.

Conversely, 1,400 of those reporting had losses. A total of 23 such entities were in the red by $500,000 or more.

The FCC, for the first time, published radio market tables that include all the stations in the market—AM, AM-FM and FM. To facilitate comparisons between 1978 and the previous year a merged AM, AM-FM and FM market table for 1977 was also released.

The Los Angeles-Long Beach market, which ranked number one in both profits and revenues in 1977, stayed the leader in income in 1978 (see table 4). However, New York regained the top spot in revenues, while retaining its second position in profits. Los Angeles-Long Beach reported revenues of $112,078,232 (up 15.2% from 1977) with profits of $29,811,114, New York had revenues of $112,815,750 (up 17.1%) and profits of $22,236,026.

Third in both categories was Chicago with revenues of $87,625,459 (up 13.9% from 1977) and profits of $14,969,234. In 1977 Chicago was third in revenues, but second in profits—just ahead of New York.

Looking at the other top radio markets:

San Francisco-Oakland, fourth in revenues, $59,158,514 (up 17.8%) and eighth in profits, $6,982,834.

Detroit, fifth in both revenues, $46,519,844 (up 14.7%), and profits, $9,102,475.

Washington, sixth in revenues, $45,601,037 (up 13.1%), and ninth in profits, $6,694,746.

Philadelphia, seventh in revenues, $44,023,535 (up 7.7%), and 12th in profits, $5,667,722.

Boston, eighth in revenues, $38,595,399 (up 12.2%), and 13th in profits, $5,192,652.

Dallas-Fort Worth, ninth in revenues, $38,415,998 (up 23.1%), and 66th in profits, $810,819. An FCC spokesperson said stations in the market had reported unusually high expenses and depreciation.

Houston, 10th in revenues, $36,817,317 (up 18.9%), and fourth in profits, $9,912,554.

Filling in the top 10 in profits:

Minneapolis-St. Paul was sixth with profits of $7,985,190 on revenues of $27,309,988.

Atlanta was seventh with profits of $7,265,786 on revenues of $28,030,279.

Baltimore was 10th with profits of $6,308,679 on revenues of $24,865,467.

Just under the top 10 in both revenues and profits was 11th-ranked St. Louis.

More charts and tables, detailing radio's financial fortunes in 1978 follow, beginning on page 40.

2. Breakdown of revenues and expenses for radio stations

Broadcast revenues

	AM and AM/FM stations[1]		FM stations[2]	
	Individual items	Totals	Individual items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	$15,287,000		$1,776,000	
Sale of station time to other networks (before line or service charges)	3,052,000		278,000	
Total		$18,878,000		$2,054,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	450,762,000		138,918,000	
Sale of station time to local advertisers or sponsors	1,687,434		507,393,000	
Total		2,138,196,000		646,311,000
Total sale of station time		**2,157,074,000**		**648,365,000**
B. Broadcast revenues other than from sale of station time (after deduction for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,964,000		486,000	
(b) to local advertisers or sponsors	10,258,000		2,000,000	
(2) Other broadcast revenues	15,969,000		5,481,000	
Total broadcast revenues, other than from time sales		28,191,000		7,967,000
C. Total broadcast revenues		2,185,265,000		640,675,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employes) and less cash discounts	210,898,000		70,933,000	
D. Net broadcast revenues		1,974,367,000		569,742,000[3]
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commissions, etc.)	143,048,000			
FM revenues from providing functional music or other special services	3,291,000			
Other FM revenues	1,102,000			
Total	147,441,000[4]			

Broadcast expenses

	AM and AM/FM stations[1]		FM stations[2]	
	Individual items	Totals	Individual items	Totals
Technical expenses:				
Technical payroll*	71,093,000		14,864,000	
All other technical expenses	60,800,000		18,250,000	
Total technical expenses		131,893,000		33,114,000
Program expenses:				
Payroll* for "talent" and all other program employees	324,086,000		76,995,000	
Rental and amortization of film and tape	1,892,000		1,229,000	
Records and transcriptions	7,709,000		3,146,000	
Cost of outside news service	28,310,000		5,083,000	
Payments to talent other than reported above	10,381,000		1,383,000	
Music license fees	46,247,000		13,794,000	
Other performance and program rights	20,101,000		2,965,000	
All other program expenses	72,561,000		21,454,000	
Total program expenses		511,287,000		126,049,000

Chart 2 continues on page 42

Chart 2, continued from page 40.

	AM and AM/FM stations[1]		FM stations[2]	
	Individual items	Totals	Individual items	Totals
Selling expenses:				
Selling payroll*	237,151,000		75,782,000	
All other selling expenses	147,231,000		55,128,000	
Total selling expenses		384,382,000		130,910,000
General and administrative expenses				
General and administrative payroll*	197,301,000		51,148,000	
Depreciation and amortization	94,644,000		28,359,000	
Interest	52,047,000		15,158,000	
Allocated costs of management from home office or affiliate(s)	45,988,000		18,426,000	
Other general and administrative expenses	333,949,000		91,826,000	
Total general and administrative expenses		723,929,000		204,917,000
Total broadcast expenses		1,751,491,000		494,990,000

Broadcast income

	AM and AM/FM stations[1]	FM stations[2]
Broadcast revenues	1,974,910,000[5]	570,533,000[5]
Broadcast expenses	1,752,865,000[5]	496,869,000[5]
Broadcast operating income or (loss)	222,045,000	73,664,000

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[1] Includes 4,316 AM and AM/FM combination stations. Does not include 655 FM stations that are associated with AM's but which reported separately.

[2] Includes 655 FM stations that are associated with AM stations but which reported separately, and 777 independent FM stations.

[3] Excludes 1,048 AM/FM stations that reported FM revenues of $147,441,000.

[4] Includes 1,048 combined AM/FM stations that reported FM revenue. Does not include 431 FM stations associated with AM's but reported separately.

[5] Stations reporting less than $25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.

* Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: $829,630,000; for FM's: $226,451,000.

Note: Totals may not add due to rounding.

3. Network and station breakouts

Broadcast revenues, expenses and income	Networks[1]	% change from 1977	36 owned-and-operated AM and FM stations[2]	% change from 1977	5,712 other AM, FM and AM/FM stations[3]	% change from 1977	Total networks and stations	% change from 1977
Sales to advertisers for time, program talent, facilities, and services.								
Network sales	$124,363,000	7.2						
Deduct: Payments to owned-and-operated stations	1,947,000	3.6						
Deduct: Payments to other affiliated stations	16,977,000	11.5						
Retained from network sales	105,439,000	6.6	$1,977,000	1.9	$18,955,000[2]	9.6	$126,371,000	7.0
Nonnetwork sales								
To national and regional advertisers	–	–	70,416,000	5.9	521,706,000	14.7	592,122,000	13.6
To local advertisers	–	–	103,966,000	19.8	2,088,761,000[3]	16.9	2,192,727,000	17.1
Total nonnetwork sales	–	–	174,382,000	13.8	2,610,467,000	16.5	2,784,849,000	16.3
Total sales to advertisers	105,439,000	6.6	176,359,000	13.6	2,629,422,000	16.4	2,911,220,000	15.9
Sales to other than advertisers	2,695,000	5.2	278,000	(4.1)	21,214,000	8.8	24,187,000	8.2
Total sales	108,134,000	6.6	176,637,000	13.6	2,650,636,000	16.4	2,935,407,000	15.8
Deduct: Commissions to agencies, representatives, etc.	18,273,000	7.6	30,184,000	10.6	251,647,000	16.5	300,104,000	15.3
Total broadcast revenues	89,861,000	6.4	146,453,000	14.2	2,398,989,000	16.4	2,635,303,000	15.9
Total broadcast expense	74,505,000	25.9	118,072,000	10.4	2,131,661,000	14.5	2,324,238,000	14.6
Total income (before federal income tax)	15,356,000	(39.3)	28,381,000	33.6	267,328,000	33.9	311,065,000	26.4

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[1] CBS, MBS (two networks), NBC, and ABC's three AM networks and one FM network.

[2] Includes $3,330,093 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.

[3] Since stations with less than $25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national nonnetwork time and program sales may be included here.

*Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

4. The market-by-market breakdown of

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2] Network 1978	Network 1977	National and regional advertisers[3] 1978	National and regional advertisers[3] 1977
Abilene, Tex. (7)	209	202	1,118	1,094	230,595	165,591
Akron, Ohio (6)	67	49	82,536	60,588	1,776,808	1,880,335
Albany, Ga. (5)	221	211	1,781	2,102	279,759	225,276
Albany-Schenectady-Troy, N.Y. (19)	56	67	103,119	100,593	2,203,814	2,083,701
Albuquerque, N.M. (14)	75	357	23,899	23,832	1,417,903	1,083,614
Alexandria, La. (5)**	263	196	4,336	6,066	273,692	241,795
Allntwn-Bthlhem-Eastn, Pa.-N.J. (15)	61	88	52,377	46,870	509,990	514,091
Altoona, Pa. (7)	164	213	7,862	10,010	355,773	316,111
Amarillo, Tex. (10)	115	140	19,689	15,450	630,060	584,185
Anhm-Snta Ana-Grdn Grve, Calif. (6)	77	64	0	0	1,038,968	996,809
Anchorage (11)**	95	378	0	0	762,272	567,827
Ann Arbor, Mich. (6)	218	367	0	629	323,988	345,151
Anniston, Ala. (4)	279	138	0	0	90,918	107,817
Appleton-Oshkosh, Wis. (10)**	126	178	7,058	1,839	331,777	226,743
Asheville, N.C. (8)	170	127	23,652	11,840	217,731	185,224
Atlanta (26)	12	7	649,145	637,056	5,734,555	5,814,732
Atlantic City (7)	193	294	5,993	6,972	227,831	187,976
Augusta, Ga.-S.C. (11)	127	169	30,386	6,669	783,531	520,515
Austin, Tex. (11)	74	37	9,070	6,666	1,171,425	869,416
Bakersfield, Calif. (18)*	66	175	56,622	53,789	1,237,006	826,375
Baltimore (25)	16	10	438,328	442,120	6,562,325	6,176,776
Baton Rouge (12)	79	46	15,018	27,372	914,337	533,939
Battle Creek, Mich. (5)	287	184	6,125	4,343	169,650	155,964
Bay City, Mich. (4)	197	100	2,901	1,153	200,408	174,337
Bmnt-Prt Arthr-Ornge, Tex. (14)**	112	387	12,763	42,008	704,918	510,003
Billings, Mont. (6)	169	349	5,656	6,579	311,978	269,342
Biloxi-Gulfport, Miss. (6)	182	310	1,080	1,513	350,753	246,890
Binghamton, N.Y. (6)	149	273	14,438	17,652	423,187	291,186
Birmingham, Ala. (16)	39	34	80,063	68,814	2,175,716	1,931,382
Bloomington-Normal, Ill. (4)	179	96	1,015	1,022	247,223	189,321
Bloomington, Ind. (3)**	310	288	0	*	105,778	*
Boise, Idaho (7)**	191	376	8,298	8,413	295,541	257,960
Boston (26)**	8	13	777,928	578,130	15,351,523	14,115,611
Bri[illegible]t, Conn. (4)	141	102	13,418	7,740	421,228	395,351
Br[illegible]-Hrlngn-San Bnto, Tex. (5)	184	167	0	0	689,076	554,204
Bry[illegible]College Station, Tex. (3)	290	176	3,600	12,920	157,005	133,559
Buffalo, N.Y. (18)	29	26	248,227	237,717	4,343,885	3,702,896
Burlington, N.C. (4)	297	301	0	0	196,395	183,672
Canton, Ohio (6)	102	68	14,552	13,925	968,715	926,121
Cedar Rapids, Iowa (7)	108	96	17,316	18,356	884,692	841,238
Champaign-Urbana-Rantoul, Ill. (7)	182	157	3,784	5,915	310,423	266,369
Charleston, W. Va. (10)**	121	76	28,846	23,006	858,147	723,764
Charleston-North Charleston, S.C. (13)	106	150	20,134	14,062	644,471	537,769
Charlotte-Gastonia, N.C. (20)	36	35	155,097	138,803	2,951,387	2,826,424
Chattanooga (15)**	89	322	34,200	31,257	489,169	541,411
Chicago (54)	3	3	1,024,903	1,002,568	29,029,824	25,162,428
Cincinnati (17)	21	19	433,134	399,521	4,589,777	3,995,116
Clrksvlle-Hpknsvlle, Tenn.-Ky. (4)	257	117	0	0	141,226	128,388
Cleveland (22)**	14	18	451,578	468,638	7,177,400	6,206,758
Colorado Springs (11)	132	384	2,985	6,085	561,429	589,723
Columbia, Mo. (3)**	299	188	12,947	5,542	106,230	153,937
Columbia, S.C. (11)	83	62	48,700	42,035	1,124,742	942,316
Columbus, Ga.-Ala. (10)	150	381	6,064	11,403	597,103	561,707
Columbus, Ohio (14)	26	16	156,188	128,249	3,828,298	3,501,002
Corpus Christi, Tex. (11)	107	131	23,568	32,765	1,392,592	1,144,392
Dallas-Fort Worth (34)	9	66	512,463	403,953	11,974,197	9,499,521
Davenport-Rock Is.-Moline, Iowa-Ill. (10)	87	82	25,511	21,526	1,258,328	920,575
Dayton, Ohio (13)**	40	23	93,191	79,151	1,908,824	1,378,364
Daytona Beach, Fla. (9)**	166	372	1,704	0	645,689	306,498
Decatur, Ill. (3)	189	91	3,659	5,297	310,174	185,711
Denver-Boulder (30)**	18	20	294,086	275,538	6,433,054	5,696,957
Des Moines, Iowa (12)**	68	71	85,061	77,634	1,697,390	1,371,990
Detroit (31)**	5	5	779,156	683,766	14,845,408	12,842,940
Duluth-Superior, Minn.-Wis. (12)**	113	111	27,136	27,956	413,576	432,361
Eau Claire, Wis. (8)	188	139	0	1,880	288,532	237,586
El Paso, Tex. (10)**	118	364	29,003	25,839	1,609,665	1,365,004
Elmira, N.Y. (4)	277	339	3,090	2,095	212,259	207,544
Erie, Pa. (7)	183	333	18,045	14,214	441,472	433,771
Eugene-Springfield, Ore. (12)**	98	311	17,384	38,656	1,367,120	819,569
Evansville, Ind.-Ky. (11)	93	85	5,840	5,860	470,994	337,531
Fargo-Moorhead, Minn.-N.D. (7)	117	166	14,587	18,754	622,708	499,786
Fayetteville, N.C. (5)	161	134	67,701	31,304	474,499	387,871
Fayetteville-Springdale, Ark. (6)	172	124	0	0	257,352	207,676
Fitchburg-Leominster, Mass. (4)	322	330	3,275	3,207	180,301	157,311
Flint, Mich. (10)	73	42	68,629	53,238	1,321,842	1,105,851
Florence, Ala. (6)**	190	106	1,477	2,875	113,172	115,132

radio station revenue and profit in 1978

Local advertisers[3] 1978	Local advertisers[3] 1977	Value of trade-outs and barter transactions 1978	Value of trade-outs and barter transactions 1977	Total broadcast revenues[4] 1978	Total broadcast revenues[4] 1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
1,600,135	1,354,025	57,819	29,272	1,763,830	1,477,464	19.4	1,648,259	115,571
5,664,084	4,961,736	304,032	378,070	6,727,843	6,179,155	8.9	5,650,745	1,077,098
1,437,848	1,250,864	25,289	14,724	1,665,301	1,445,604	15.2	1,560,403	104,898
7,087,980	6,525,256	263,753	261,889	8,444,148	7,703,652	9.6	7,955,955	488,193
5,190,449	3,802,117	243,877	146,241	5,966,283	4,434,124	34.6	6,101,070	−134,787
1,068,585	950,459	7,877	6,534	1,303,032	1,165,487	11.8	1,178,739	124,293
5,064,268	4,319,090	142,782	109,352	5,424,823	4,691,064	15.6	4,525,106	899,717
2,147,677	1,804,797	269,192	165,023	2,424,236	2,076,423	16.8	2,320,414	103,822
3,346,580	2,756,837	161,167	86,737	3,676,490	3,104,728	18.4	3,446,640	229,840
5,280,271	4,521,805	678,377		5,675,678	4,998,136	13.6	4,839,008	836,670
4,315,450	4,303,004	122,516	94,977	4,763,038	4,612,997	3.3	5,080,684	−317,646
1,400,254	1,210,254	59,144	61,106	1,692,525	1,536,577	10.1	1,869,613	−177,088
1,129,817	1,038,919	2,378	2,002	1,205,727	1,127,142	7.0	968,095	237,632
3,082,361	2,865,557	109,288	139,869	3,397,724	3,030,020	12.1	3,253,023	144,701
2,178,367	1,942,680	46,304	61,295	2,364,104	2,093,280	12.9	2,100,026	264,078
26,080,600	21,775,359	1,606,975	958,666	28,030,279	24,402,231	14.9	20,764,493	7,265,786
1,879,737	1,703,459	157,131	142,981	2,118,200	1,934,124	9.5	2,116,859	1,341
2,655,028	2,333,302	160,836	160,310	3,303,171	2,742,413	20.4	3,143,896	159,275
5,764,998	4,866,850	84,743	135,837	6,250,924	5,210,891	20.0	4,839,483	1,411,441
4,152,217	3,494,811	318,898	335,596	4,937,117	4,026,393	22.6	4,786,348	150,769
21,584,911	18,150,034	1,294,547	821,190	24,865,487	21,500,574	15.7	18,556,768	6,308,679
5,205,743	4,276,433	47,977	54,699	5,604,772	4,441,251	26.2	4,487,504	1,117,268
1,137,443	812,241	34,847	4,456	1,265,574	936,896	35.1	1,131,294	134,280
2,014,719	1,665,036	63,152		2,051,267	1,941,757	5.6	1,694,003	357,264
3,468,594	3,560,864	128,872	98,901	3,938,449	3,931,177	0.2	4,946,882	−1,008,433
2,090,442	1,901,696	64,713	60,626	2,364,266	2,113,657	11.9	2,466,152	−101,887
1,796,044	1,526,916	92,921	78,893	2,124,422	1,760,660	20.7	2,140,349	−15,927
2,490,145	2,209,682	251,731	153,449	2,693,309	2,308,515	16.7	2,718,903	25,594
9,821,963	8,045,856	277,158	231,867	10,929,173	9,095,613	20.2	9,365,771	1,563,402
2,001,798	1,556,994	8,849	0	2,208,210	1,729,452	27.7	1,795,333	412,877
895,133	*	66,562	*	989,489	*	—	983,142	6,347
1,857,955	1,123,787	85,763	61,960	2,033,445	1,288,115	57.9	2,323,823	−290,378
28,973,322	25,718,781	2,394,364	1,676,170	38,595,399	34,395,606	12.2	33,402,747	4,192,652
2,740,615	2,293,312	101,393	58,216	2,859,654	2,422,053	18.1	2,505,902	353,752
1,622,949	1,342,539	76,190		2,114,009	1,764,123	19.8	1,952,167	161,842
1,006,014	813,383	101,222	14,535	1,131,024	937,713	20.6	980,806	150,217
11,393,350	10,706,009	881,185	583,083	14,083,026	12,839,284	9.7	11,415,766	2,667,260
859,229	722,250	31,627	24,717	1,051,643	897,642	17.2	1,056,128	−4,485
3,876,602	3,360,018	116,282	132,400	4,487,115	3,970,242	13.0	3,727,562	759,553
3,823,705	3,434,584	104,438	80,413	4,263,366	3,897,434	9.4	3,894,676	368,690
1,802,994	1,504,150	19,648	1,298	2,024,912	1,710,935	18.4	1,840,011	184,901
2,847,959	2,454,409	99,888	76,292	3,585,982	3,066,841	16.9	2,949,121	636,861
3,906,071	3,200,239	240,576	114,132	4,248,187	3,526,603	20.5	4,068,329	179,858
10,014,639	8,425,230	957,913	676,540	11,716,092	10,120,589	15.8	10,266,076	1,450,016
4,279,584	3,365,527	182,565	111,731	4,652,760	3,734,704	24.6	4,684,770	−32,010
71,395,436	62,726,631	4,720,261	2,577,770	87,625,459	76,925,059	13.9	72,656,225	14,969,234
18,607,843	16,944,046	1,152,292	755,195	20,481,095	18,482,413	10.8	17,305,411	3,175,684
1,217,532	1,025,735	27,015	30,952	1,347,489	1,142,214	18.0	1,054,465	293,024
23,449,444	21,274,496	2,136,326	1,731,158	26,661,393	23,970,030	11.2	23,245,729	3,415,664
3,085,736	2,469,016	108,702	63,356	3,224,615	2,754,185	17.1	3,387,065	−162,450
973,472	814,360	17,310		1,044,877	940,327	11.1	915,733	129,144
4,215,606	3,316,764	108,808	44,635	5,199,578	4,202,062	23.7	4,337,728	861,850
2,247,233	1,930,447	86,763	62,858	2,678,981	2,341,927	14.4	3,078,843	−399,862
13,410,597	11,765,601	604,230	446,830	15,020,081	13,247,991	13.4	10,594,874	4,425,207
3,138,406	2,557,925	179,237	68,114	4,175,484	3,412,234	22.4	3,921,469	254,015
32,415,565	25,963,800	1,670,915	1,048,361	38,158,366	31,009,931	23.1	37,347,541	810,819
4,366,271	3,911,909	96,429	69,015	5,069,996	4,443,522	14.1	4,555,372	514,624
10,520,406	8,934,231	181,570	125,456	10,907,563	9,062,106	20.4	7,970,787	2,936,776
1,858,865	1,885,741	180,699	146,079	2,379,267	1,897,240	25.4	2,572,659	−193,372
1,865,384	1,600,668	15,412		2,082,134	1,895,011	9.9	1,622,809	459,325
20,595,695	19,734,631	1,684,960	1,611,975	23,347,480	22,031,066	6.0	20,173,457	3,174,023
6,243,539	5,462,410	499,403	431,920	7,183,764	6,185,403	16.1	6,474,607	709,157
38,532,620	33,606,705	1,691,011	1,207,245	46,519,844	40,570,114	14.7	37,417,369	9,102,475
3,602,927	2,826,390	97,580	57,328	3,902,754	3,218,110	21.3	3,590,139	312,615
2,273,334	1,902,421	23,124	20,971	2,563,141	2,165,726	18.4	2,331,881	231,260
2,732,876	2,637,881	229,221	219,925	3,876,263	3,787,512	2.3	4,413,766	−537,503
1,029,135	843,173	167,169	105,248	1,217,906	1,039,504	17.2	1,287,015	−69,109
2,356,526	2,225,832	174,319	130,835	2,634,897	2,537,634	3.8	2,693,378	−58,481
3,902,262	3,051,537	267,014	122,713	4,728,874	3,527,887	34.0	4,746,714	−17,840
4,592,582	3,614,947	104,909	81,418	4,827,521	3,783,725	27.6	4,331,478	496,043
3,215,653	2,805,657	60,976	51,514	3,693,048	3,237,889	14.1	3,530,942	162,106
2,011,313	1,746,517	39,444	31,507	2,475,877	2,066,516	19.8	2,233,151	242,726
2,111,642	1,708,956	155,958	73,372	2,353,953	1,870,684	25.8	2,086,224	267,729
646,430	606,907	24,154	17,745	899,306	839,187	7.2	921,643	−53,646
5,486,896	4,074,027	219,266	152,444	6,257,860	4,716,727	32.7	4,990,198	1,267,662
1,954,972	1,246,161	402,959	30,654	2,039,944	1,346,849	51.5	1,719,818	320,126

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2]			
			Network		National and regional advertisers[3]	
			1978	1977	1978	1977
Fort Collins, Colo. (4)	216	204	70,839	62,512	324,814	137,158
Fort Lauderdale-Hollywood, Fla. (10)	46	341	51,184	32,580	2,723,556	2,628,026
Fort Myers-Cape Coral, Fla. (8)	178	306	1,082	1,895	442,751	239,279
Fort Smith, Ark.-Okla. (8)**	217	289	3,997	5,170	266,708	143,808
Fort Wayne, Ind. (11)	71	63	27,274	26,088	1,326,653	1,182,953
Fresno, Calif. (17)	58	69	87,643	89,089	2,775,583	2,156,588
Gadsden, Ala. (3)**	223	149	0	0	162,656	172,271
Gainesville, Fla. (5)	234	203	3,512	4,347	169,923	152,252
Galveston-Texas City, Tex. (4)	342	386	652	624	220,527	207,102
Gary-Hammond-East Chicago, Ind. (8)	136	146	13,663	1,648	433,110	344,332
Grand Forks, Minn. (6)	148	90	0	*	323,181	*
Grand Rapids, Mich. (16)	49	61	45,114	30,882	1,534,508	1,335,706
Great Falls, Mont. (6)	193	209	804	1,468	274,321	213,695
Greeley, Colo. (3)	338	261	19,263	*	115,512	*
Green Bay, Wis. (4)	144	148	10,003	6,752	631,267	488,048
Grnsbro-Wnstn Slm-Hgh Pt., N.C. (26)	42	45	23,018	44,537	1,279,987	1,248,702
Greenville-Spartanburg, S.C. (18)	64	50	55,051	47,849	1,243,469	1,206,747
Hamilton-Middletown, Ohio (6)	146	386	28,559	17,149	446,786	493,285
Harrisburg, Pa. (12)**	94	65	44,338	31,380	1,038,595	942,989
Hartford, Conn. (10)	43	101	120,360	172,528	2,941,962	2,484,577
Honolulu (17)**	52	386	35,764	7,823	940,464	743,247
Houston (31)	10	4	275,551	246,828	9,893,151	8,411,289
Hntngtn-Ashlnd, W. Va.-Ky.-Ohio (12)**	120	78	19,482	15,946	925,088	389,557
Huntsville, Ala. (12)	138	180	5,943	6,351	397,877	312,511
Indianapolis (19)	22	16	310,843	206,898	4,651,271	4,004,891
Jackson, Mich. (5)	283	224	752	674	163,624	118,077
Jackson, Miss. (14)	90	93	11,735	12,869	632,918	705,217
Jacksonville, Fla. (23)**	62	388	77,954	66,119	2,089,695	1,840,188
Jhnsn Cty-Kngsprt-Brstl, Tenn.-Va. (20)	96	298	29,948	10,217	640,290	501,220
Johnstown, Pa. (11)**	181	206	18,401	16,926	194,875	244,203
Kalamazoo-Portage, Mich. (7)	135	103	4,337	6,665	523,047	356,987
Kansas City, Mo.-Kan. (20)	24	25	222,835	191,221	4,871,734	3,330,469
Kileen-Temple, Tex. (4)	189	112	0	0	298,803	230,985
Knoxville, Tenn. (14)	72	116	56,739	39,812	1,146,632	1,215,825
LaCrosse, Wis. (3)	176	148	6,316	6,546	256,552	166,685
Lafayette, La. (4)	169	106	322	794	372,605	360,848
Lafayette-West Lafayette, Ind. (3)	205	223	0	*	299,695	*
Lake Charles, La. (7)	196	336	2,420	802	369,633	363,370
Lakeland-Winter Haven, Fla. (12)**	143	382	11,484	10,637	521,408	405,108
Lancaster, Pa. (7)	154	153	17,307	15,949	794,114	670,635
Lansing-East Lansing, Mich. (8)	91	59	15,786	17,251	827,428	685,891
Las Vegas (15)**	66	67	19,628	64,600	1,342,926	801,392
Lawton, Okla. (4)	313	236	0	0	163,994	192,184
Lewiston-Auburn, Me. (5)	300	331	261	1,456	87,437	148,491
Lexington-Fayette, Ky. (10)	88	52	10,447	5,730	465,547	390,053
Lima, Ohio (9)	152	83	3,828	5,055	577,916	473,733
Lincoln, Neb. (7)	101	73	3,915	990	449,984	349,395
Little Rock-North Little Rock, Ark. (16)**	70	313	95,863	67,960	1,263,333	1,218,997
Long Branch-Asbury Park, N.J. (3)	264	119	0	0	235,241	227,862
Longview-Marshall, Tex. (8)	201	171	0	0	244,711	203,747
Lorain-Elyria, Ohio (5)	386	104	0	0	190,422	158,960
Los Angeles (48)	2	1	935,897	890,193	47,254,376	40,934,532
Louisville, Ky.-Ind. (17)**	38	56	190,889	139,796	2,707,297	2,280,079
Lubbock, Tex. (12)**	104	110	8,262	9,921	637,703	447,144
Lynchburg, Va. (8)	203	360	847	590	329,604	161,422
Macon, Ga. (10)	137	142	19,742	17,748	636,056	468,234
Madison, Wis. (8)	76	40	40,605	41,900	978,738	779,469
Manchester, N.H. (5)	157	230	31,893	14,100	444,920	385,902
Mansfield, Ohio (3)	236	107	1,100	1,263	282,542	265,290
McAllen-Pharr-Edinburg, Tex. (6)	185	384	0	0	265,152	270,950
Melbourne-Titusville-Cocoa, Fla. (11)	173	377	5,096	4,901	625,345	288,288
Memphis (16)	35	51	151,655	142,173	3,346,454	2,998,499
Miami (24)	19	74	234,033	197,978	6,526,505	6,807,533
Midland, Tex. (6)	250	190	0	0	212,885	482,868
Milwaukee (20)	23	22	216,512	193,138	4,155,518	3,496,703
Minneapolis-St. Paul (23)**	13	6	290,687	216,883	6,035,073	5,529,502
Mobile, Ala. (14)	92	375	37,356	42,258	1,244,017	1,220,563
Modesto, Calif. (8)**	133	212	2,717	3,886	1,190,156	816,609
Monroe, La. (6)	199	133	775	1,186	270,142	212,587
Montgomery, Ala. (12)	116	329	6,484	8,218	454,985	383,833
Mskgn-Mskgn Hts.-Nrtn Shres, Mich. (6)	208	182	942	2,218	66,596	102,283
Nashville (25)	33	383	139,395	127,495	3,043,753	2,750,850
Nassau-Suffolk, N.Y. (14)**	41	43	4,574	4,948	3,070,330	2,844,074
New Bedford, Mass. (4)	227	222	623	147	42,083	48,039
New Britain, Conn. (3)	204	207	0	775	725,375	739,082
New Haven-West Haven, Conn. (6)	86	120	0	1,391	1,061,361	957,763
New London-Norwich, Conn.-R.I. (6)	168	95	0	0	248,669	255,227
New Orleans (17)	30	27	152,775	127,794	3,385,440	3,067,542
New York (39)**	1	2	1,671,901	1,768,057	38,635,312	34,127,897
Newark, N.J. (9)	61	36	81,984	92,378	1,993,584	1,323,002
Newport News-Hampton, Va. (6)	186	365	1,114	1,340	644,897	517,906
Norfolk-Va. Beach-Portsmouth, Va. (15)	53	39	104,595	83,547	2,237,989	1,898,640

Local advertisers[3]		Value of trade-outs and barter transactions		Total broadcast revenues[4]		% change	Total broadcast expenses	Total broadcast income
1978	1977	1978	1977	1978	1977		1978	1978
1,366,779	1,016,412	46,495	23,415	1,725,468	1,191,272	44.8	1,611,701	113,767
7,693,200	6,465,996	822,829	391,381	9,218,925	8,038,234	14.7	9,290,688	−71,763
1,890,219	1,379,592	188,805	26,221	2,215,823	1,552,967	42.7	2,226,944	−11,121
1,525,549	1,514,411	38,171	18,891	1,723,248	1,592,140	8.2	1,689,417	33,831
5,770,107	5,205,850	370,274	238,779	6,322,133	5,682,463	11.3	5,360,864	961,269
6,523,430	5,530,692	419,556	309,455	8,250,071	6,937,448	18.9	7,504,366	745,705
1,567,775	1,357,675	33,329	22,566	1,675,705	1,507,601	11.2	1,474,789	200,916
1,351,177	1,123,550	46,011	58,285	1,473,174	1,238,677	18.9	1,358,208	114,966
568,538	634,048	34,502	40,162	743,319	800,896	−17.2	865,449	−122,130
2,699,146	2,333,754	138,913	55,390	3,048,561	2,598,297	17.3	2,836,455	212,106
2,373,831	*	31,514	*	2,730,025	*	—	2,263,548	466,477
8,073,092	6,850,249	285,075	213,820	8,676,118	7,418,393	17.0	7,803,924	872,194
1,737,115	1,399,337	16,450	13,683	2,001,485	1,602,896	24.9	1,894,902	106,583
658,976	*	1,164	*	774,030	*	—	731,853	42,177
2,369,393	1,978,487	31,622	26,064	2,779,686	2,332,611	19.2	2,568,428	211,258
8,990,158	8,080,940	196,762	208,945	9,666,591	8,765,702	10.3	8,535,405	1,131,186
6,512,332	5,837,127	155,535	147,347	7,588,831	6,887,686	10.2	6,532,522	1,056,309
1,953,975	1,463,714	131,072	87,353	2,750,432	2,359,314	16.6	3,384,951	−634,519
4,002,454	3,361,770	97,103	67,994	4,765,335	4,067,355	17.2	3,948,807	816,528
7,787,456	5,635,529	500,708	210,837	9,410,643	7,235,020	30.1	9,056,226	354,417
7,940,627	7,231,046	807,269	561,306	8,617,558	7,736,979	11.4	10,156,061	−1,538,503
32,640,603	27,063,820	1,392,182	1,213,929	36,817,317	30,961,789	18.9	26,904,761	9,912,556
2,896,124	2,722,947	170,834	66,375	3,590,411	2,961,770	21.2	2,980,492	609,919
2,735,307	2,739,828	92,608	52,526	2,993,696	2,927,741	2.3	2,792,862	200,834
16,111,901	14,268,526	828,674	609,137	18,415,871	16,208,413	13.6	14,384,908	4,030,963
1,090,344	1,013,349	57,404	55,519	1,180,755	1,072,629	10.1	1,100,459	80,296
4,452,801	3,673,965	100,873	124,683	4,936,592	4,244,446	16.3	4,481,108	455,484
6,364,176	5,074,750	481,224	416,427	7,673,915	6,192,409	23.9	8,242,021	−568,106
4,058,946	3,323,687	100,706	61,771	4,656,217	3,792,509	22.8	4,657,223	−1,006
1,981,441	1,821,058	68,387	45,257	2,136,171	2,055,003	3.9	2,024,093	112,078
2,804,224	1,773,166	150,305	93,269	3,113,642	2,024,096	53.8	2,763,974	349,668
15,600,616	11,561,804	929,619	558,242	17,570,212	12,964,202	35.5	14,883,896	2,686,314
1,736,799	1,599,057	34,876	19,654	2,048,718	1,826,714	12.2	1,740,203	308,315
5,521,626	4,601,701	3,450,164	110,108	6,277,806	5,462,159	14.9	5,986,419	291,387
1,839,029	1,550,177	3,863	8,413	2,256,237	1,864,792	21.0	2,046,663	209,574
1,756,032	2,012,189	24,079	25,801	2,042,883	2,253,982	−9.4	1,716,611	326,272
1,534,565	*	42,404	*	1,820,381	*	—	1,736,684	83,697
1,632,449	1,205,305	176,670	63,336	1,944,936	1,512,244	28.6	2,004,459	−59,523
2,421,253	1,933,485	117,360	64,640	2,840,169	2,278,258	24.7	3,267,978	−427,809
1,921,345	1,920,282	74,358	18,009	2,612,518	2,502,725	4.4	2,419,464	193,054
4,396,336	2,802,277	142,840	72,181	4,889,665	3,285,943	48.8	3,992,195	897,470
6,441,728	5,110,791	363,633	328,868	7,140,177	5,348,189	33.5	6,350,611	789,566
820,480	695,261	9,031		970,607	880,562	10.2	909,940	60,667
1,043,842	912,257	68,787	26,455	1,040,388	988,286	5.3	1,097,991	157,603
4,952,690	3,918,168	659,226	106,248	5,013,047	3,977,529	26.0	4,014,437	998,610
2,147,878	1,754,185	37,072	14,647	2,655,957	2,173,948	22.2	2,151,056	504,901
4,144,125	3,651,789	58,055	23,143	4,495,650	3,867,480	16.2	3,835,578	660,072
5,720,621	5,382,927	370,472	257,645	6,383,062	6,059,966	5.3	6,404,613	21,551
1,119,199	967,161	4,062		1,301,827	1,132,695	14.9	1,011,852	289,975
1,710,993	1,400,209	45,594	5,202	1,881,247	1,604,166	17.3	1,726,280	154,867
1,819,079	1,482,102	43,889	10,193	1,971,199	1,612,617	22.2	1,623,474	347,725
84,484,216	73,318,566	4,323,737	4,064,063	112,078,232	97,267,820	15.2	82,266,918	29,811,314
9,754,381	8,988,391	644,027	314,288	11,211,938	10,089,289	11.1	10,267,564	944,374
3,956,645	3,644,870	93,544	112,807	4,334,819	3,847,662	12.7	4,020,429	314,390
1,571,146	1,529,898	104,381	51,555	1,859,217	1,642,764	13.2	2,014,618	−155,401
2,445,788	2,169,998	47,419	44,390	2,993,986	2,565,842	16.7	2,773,829	220,157
4,950,611	4,071,125	163,396	109,211	5,714,111	4,718,423	21.1	4,377,410	1,336,701
2,262,732	1,882,348	98,575	54,984	2,536,763	2,139,196	18.6	2,468,419	68,344
1,128,829	935,378	379,900		1,468,875	1,266,837	15.9	1,142,630	326,245
1,882,387	1,928,537	10,886	11,926	2,084,872	2,089,791	−1.2	2,197,551	−112,679
1,754,045	1,509,369	142,044	40,769	2,311,061	1,735,411	33.2	2,608,907	−297,846
10,243,957	8,789,742	491,544	357,058	11,815,884	10,319,835	14.5	10,766,946	1,048,938
19,759,485	17,579,327	1,089,678	1,308,734	22,893,740	20,958,451	9.2	22,256,079	637,661
1,254,306	717,453	248,132	1,902	1,398,740	1,154,928	21.1	1,271,383	127,357
15,893,469	12,789,170	1,096,880	696,565	18,305,944	14,524,131	26.0	15,171,925	3,134,019
23,165,070	19,453,523	638,652	606,502	27,309,988	23,592,308	15.8	19,414,798	7,895,190
3,941,936	2,769,039	291,802	183,843	4,870,496	3,851,167	26.5	5,154,204	−283,708
2,208,776	1,874,808	229,069	142,400	3,196,914	2,557,535	25.0	3,093,032	103,882
1,821,860	1,288,080	31,074	5,892	1,913,625	1,400,014	36.7	1,664,263	249,362
3,559,935	2,635,575	101,459	40,637	3,859,214	2,888,145	33.6	3,909,250	−50,036
1,767,854	1,465,008	44,428	30,249	1,769,563	1,501,853	17.8	1,601,586	167,977
10,455,655	8,509,423	458,717	212,287	12,974,283	10,181,872	19.6	12,703,517	−529,234
7,616,867	6,832,162	487,563	355,497	9,765,044	8,733,041	11.8	8,564,788	1,200,256
1,581,992	1,144,840	28,606		1,580,658	1,161,036	36.1	1,495,845	84,813
1,358,195	1,248,307	77,331		1,839,314	1,683,224	9.3	1,728,827	110,487
4,477,586	3,922,220	598,734	260,353	5,084,394	4,469,281	13.8	4,805,172	279,222
2,174,281	1,770,399	18,098	35,082	2,371,860	1,945,339	21.9	1,938,074	433,786
12,492,440	10,374,123	662,806	271,675	14,061,500	11,859,593	18.6	12,079,001	1,982,499
91,707,478	78,365,631	7,544,349	4,674,226	112,815,750	96,334,599	17.1	90,579,724	22,236,026
6,530,782	5,442,397	645,841	634,483	7,836,673	6,251,694	25.4	6,414,989	1,421,684
2,134,563	1,751,340	183,600	92,264	2,521,480	2,211,351	14.0	2,684,941	−163,461
7,086,817	5,623,209	559,544	336,093	8,550,474	6,754,841	26.6	7,179,450	1,371,024

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2]			
			Network		National and regional advertisers[3]	
			1978	1977	1978	1977
Northeast Pennsylvania (20)	69	138	71,171	56,146	1,151,228	1,017,534
Odessa, Tex. (6)	231	201	0	0	314,235	164,982
Oklahoma City (19)	37	72	86,889	35,903	2,480,910	2,310,571
Omaha (9)**	63	47	130,865	110,371	2,117,870	2,076,951
Orlando, Fla. (15)	54	63	36,076	29,253	1,890,257	1,753,486
Oxnard-Simi Valley-Ventura, Calif. (12)	106	186	58,875	36,585	685,867	617,622
Panama City, Fla. (4)	259	380	206	*	216,929	*
Parkersburg-Marietta, W.Va.-Ohio (9)	169	278	0	2,076	207,739	216,891
Pascagoula-Moss Point, Miss. (5)	361	263	0	0	246,102	13,327
Pensacola, Fla. (11)	123	88	11,500	14,826	330,817	239,430
Peoria, Ill. (10)	103	115	13,747	18,601	1,180,898	1,058,152
Ptrsbrg-Cinl Hts-Hpwll, Va. (4)	286	242	0	0	155,713	141,072
Philadelphia (32)	7	12	720,422	544,014	15,987,754	16,297,809
Phoenix, Ariz. (26)**	26	48	160,344	134,497	6,032,525	5,156,592
Pine Bluff, Ark. (5)	311	279	0	0	73,613	83,215
Pittsburgh (31)	17	29	304,835	227,784	8,533,409	7,897,069
Pittsfield, Mass. (4)	291	266	1,827	3,249	75,841	86,391
Portland, Me. (8)**	142	197	29,866	26,319	682,968	655,844
Portland, Ore.-Wash. (22)	25	30	183,394	129,126	6,452,022	5,112,998
Poughkeepsie, N.Y. (5)	177	284	0	0	284,731	220,741
Prvdnce-Wrwck-Pwtckt, R.I.-Mass. (17)	51	97	97,290	120,404	2,942,318	2,603,948
Provo-Orem, Utah (5)**	274	308	0	0	110,469	75,694
Pueblo, Colo. (9)	256	379	0	0	249,675	304,986
Racine, Wis. (3)	253	141	7,465	0	242,071	172,356
Raleigh-Durham, N.C. (17)	57	60	86,652	85,199	1,939,961	1,797,815
Rapid City, S.D. (8)	171	114	4,338	11,326	209,919	153,625
Reading, Pa. (5)	161	116	12,316	12,366	221,051	318,016
Reno (8)**	134	77	23,505	14,922	619,750	377,009
Richland-Kennewick-Pasco, Wash. (8)**	174	99	0	0	391,413	250,308
Richmond, Va. (15)	50	44	122,224	126,740	2,402,944	1,969,140
Rvrsde-San Brndmo-Ontrio, Calif. (29)	60	293	140,311	154,341	1,765,051	1,576,008
Roanoke, Va. (8)	130	80	30,032	24,478	729,621	654,056
Rochester, Minn. (6)	210	252	0	800	250,371	167,760
Rochester, N.Y. (15)**	47	31	219,030	217,675	2,361,631	1,908,610
Rockford, Ill. (8)	119	186	8,687	11,118	424,218	334,520
Sacramento, Calif. (19)**	44	41	126,244	180,746	3,905,724	4,223,551
Saginaw, Mich. (6)**	178	189	6,893	9,692	351,697	225,056
Salem, Ore. (5)	258	337	0	0	305,866	196,368
Salinas-Seaside-Monterey, Calif. (13)	129	363	6,311	10,173	926,035	534,565
Salt Lake City-Ogden, Utah (22)	34	28	136,738	44,725	2,461,871	2,109,400
San Angelo, Tex. (6)	243	300	0	5,340	222,269	108,801
San Antonio, Tex. (22)**	27	17	116,341	91,896	4,656,676	3,809,127
San Diego (23)	20	21	120,461	118,260	8,347,773	5,947,892
San Francisco-Oakland (30)	4	8	368,931	472,446	24,170,045	20,606,063
San Jose, Calif. (14)	32	24	0	0	2,980,149	2,309,343
Snta Brbra-Snta Mria-Lmpc, Calif. (13)	131	130	29,906	23,602	557,958	548,174
Santa Cruz, Calif. (3)	363	319	4,207	4,207	111,530	79,190
Santa Rosa, Calif. (6)	198	186	0	1,209	246,417	222,974
Sarasota, Fla. (5)	215	343	1,263	0	135,069	504,098
Savannah, Ga. (10)	147	370	16,136	11,924	412,891	341,865
Seattle-Everett, Wash. (29)**	18	14	313,736	293,233	8,061,411	7,012,128
Sherman-Denison, Tex. (4)	333	336	0	0	147,150	114,607
Shreveport, La. (15)	78	318	42,302	24,429	1,129,067	1,101,168
Sioux City, Iowa (6)	194	179	1,170	1,210	303,535	279,795
Sioux Falls, S.D. (7)**	163	109	2,988	2,953	538,721	478,841
South Bend, Ind. (8)**	146	125	10,116	14,929	473,576	356,259
Spokane, Wash. (12)	82	86	32,392	34,136	1,382,896	1,281,062
Springfield, Ill. (5)	125	70	5,327	8,502	522,264	472,752
Springfield, Mo. (8)	109	89	22,369	16,255	496,791	436,659
Springfield, Ohio (3)	275	199	2,194	1222	34,195	36,936
Sprngfld-Chcpee-Hlyke, Mass. (12)**	84	362	3,792	15,484	1,491,447	1,149,780
St. Cloud, Minn. (7)	128	81	0	631	342,909	271,650
St. Joseph, Mo. (3)	222	136	19,442	12,405	387,590	337,402
St. Louis, Mo.-Ill. (31)**	11	11	211,304	237,668	9,777,582	9,666,231
Steubenville-Weirton, Ohio-W. Va. (3)	280	164	1,852	4,510	335,635	300,062
Stockton, Calif. (6)	200	143	0	0	529,429	375,972
Syracuse, N.Y. (15)	69	159	97,366	85,170	1,569,313	1,555,749
Tacoma, Wash. (8)**	139	113	0	0	616,340	544,165
Tallahassee, Fla. (7)	226	380	24,846	17,391	432,193	406,388
Tampa-St. Petersburg, Fla. (26)**	31	32	162,687	195,936	4,182,036	3,774,755
Terre-Haute, Ind. (9)	202	361	8,547	9,006	320,443	206,044
Texarkana, Tex.-Ark. (7)	252	128	442	2,539	194,226	168,810
Toledo, Ohio-Mich. (17)	48	33	52,054	26,616	1,500,416	1,140,179
Topeka, Kan. (7)	124	154	18,236	18,366	792,963	651,829
Trenton, N.J. (7)	165	174	2,253	3,801	198,182	232,575
Tucson, Ariz. (11)	85	94	8,602	19,036	2,109,376	1,743,168
Tulsa, Okla. (15)	59	78	24,736	13,727	1,142,215	1,227,859
Tuscaloosa, Ala. (6)	229	231	1,685	-1,982	240,426	167,036
Tyler, Tex. (5)**	224	232	0	0	184,636	165,042
Utica-Rome, N.Y. (10)**	140	344	33,707	41,638	477,594	312,527
Vallejo-Fairfield-Napa, Calif. (4)	254	188	0	0	259,267	78,614
Vineland-Millville-Bridgeton, N.J. (3)	348	389	1,430	0	85,514	81,019

Local advertisers[3]		Value of trade-outs and barter transactions		Total broadcast revenues[4]		%	Total broadcast expenses	Total broadcast income
1978	1977	1978	1977	1978	1977	change	1978	1978
5,847,943	4,889,693	476,274	316,177	6,538,140	5,663,510	15.6	6,304,920	233,220
1,292,535	1,046,868	54,768	46,019	1,516,786	1,159,255	30.8	1,398,876	117,910
9,778,443	7,705,741	513,901	206,625	11,375,280	9,030,858	26.0	10,714,180	661,100
6,402,692	4,908,924	307,673	169,573	7,654,959	6,115,414	25.2	6,546,953	1,108,006
7,430,202	6,231,673	1,234,345	570,833	8,491,416	7,146,461	18.8	7,643,294	848,122
3,520,544	2,909,530	422,504	255,549	4,070,493	3,394,092	19.9	3,944,852	125,641
1,143,211	*	102,524	*	1,314,971	*	—	1,419,041	−104,070
2,359,506	2,066,406	70,699	40,713	2,509,631	2,227,040	12.7	2,488,466	21,165
357,036	540,491	5,481		596,751	548,483	8.8	556,944	39,807
3,262,336	2,962,379	82,792	57,829	3,542,997	3,110,968	13.9	3,067,835	475,162
3,666,966	3,034,592	175,596	109,045	4,483,443	3,807,448	17.8	4,188,069	295,374
992,580	775,445	91,313	47,207	1,146,740	896,737	27.9	1,091,483	55,257
34,542,003	31,080,202	2,758,531	1,839,852	44,023,535	40,875,087	7.7	38,355,813	5,667,722
11,805,185	10,566,744	1,206,573	857,361	15,853,535	13,882,206	14.2	14,752,154	1,101,381
933,423	700,142	31,581	21,180	984,258	757,579	29.9	963,131	21,127
16,818,824	16,327,660	1,884,894	1,090,794	24,312,030	21,463,936	13.3	22,526,701	1,785,329
1,089,473	861,524	4,831	0	1,126,413	933,936	20.6	1,097,709	28,704
2,377,769	2,055,007	155,721	96,764	2,841,624	2,504,035	13.5	2,718,241	123,383
13,363,617	10,180,349	806,813	631,076	17,029,623	13,217,702	28.8	15,238,513	1,701,110
1,976,240	1,576,818	292,778	163,554	2,223,474	1,767,527	25.8	2,210,219	13,255
6,612,795	5,754,285	869,302	407,946	8,660,984	7,526,095	15.1	8,252,044	408,940
1,167,823	941,848	54,539	41,821	1,225,253	956,945	28.0	1,239,922	−14,669
1,213,692	1,251,297	65,696	44,482	1,349,203	1,377,525	−2.1	1,678,417	−329,214
1,166,601	951,322	48,390	0	1,367,174	1,077,224	26.9	1,146,608	220,566
7,193,116	6,200,760	270,134	207,870	8,333,321	7,403,261	12.6	7,458,599	874,722
2,157,926	*	41,683	25,670	2,354,075	*	—	2,056,104	297,971
2,512,520	1,977,312	20,024	14,433	2,672,114	2,218,760	20.4	2,378,470	294,644
2,884,040	2,258,050	160,779	87,749	3,189,701	2,444,423	30.5	2,607,975	581,726
2,046,102	1,753,209	37,797	37,729	2,281,828	1,861,880	22.6	1,922,138	359,690
7,317,036	6,854,716	453,336	339,745	8,663,351	7,947,316	9.0	7,472,668	1,190,683
6,692,735	5,340,443	639,815	466,163	7,952,953	6,486,764	22.6	7,950,706	2,247
2,749,503	2,777,950	101,445	4,390	3,241,960	3,202,886	1.2	2,683,272	558,688
1,549,649	1,261,545	31,123	5,400	1,760,096	1,394,008	26.3	1,719,140	40,956
7,824,596	7,182,010	370,367	306,299	9,059,862	8,223,824	10.2	7,382,709	1,677,153
3,404,617	3,078,222	115,229	71,779	3,663,434	3,298,231	11.1	3,476,774	186,660
6,668,618	6,668,075	473,367	519,526	9,233,862	9,614,424	−4.0	7,948,040	1,285,822
2,064,133	1,499,252	114,523	61,109	2,229,975	1,598,159	39.5	2,102,187	127,788
1,158,358	969,007	17,286	36,266	1,337,828	1,114,550	20.0	1,398,015	−60,187
2,565,922	2,167,374	218,589	132,452	3,275,067	2,542,691	28.8	3,436,527	−161,460
10,577,906	7,996,325	1,154,392	660,516	12,113,781	9,253,667	30.9	10,269,986	1,845,729
1,259,525	1,065,894	36,282	39,637	1,441,263	1,158,869	24.4	1,445,158	−3,895
12,593,272	10,221,613	877,870	831,360	15,394,857	12,567,204	22.5	11,937,564	3,457,293
16,944,668	12,684,964	1,093,253	540,676	21,378,040	15,886,779	34.6	18,237,980	3,140,060
46,199,063	38,626,109	3,251,749	2,470,035	59,158,514	50,224,865	17.8	52,175,680	6,982,834
12,279,100	9,595,771	903,543	483,546	13,224,045	10,479,255	26.2	10,505,215	2,718,830
2,863,729	2,522,263	122,024	138,839	3,228,504	2,949,485	9.5	2,972,353	256,151
582,896	347,030	32,217	5,445	680,310	433,086	57.1	709,746	−29,436
1,703,245	1,507,054	39,897	29,449	1,919,643	1,689,382	13.6	1,786,416	133,227
1,739,866	1,571,692	125,199	162,052	1,733,180	1,944,659	−10.9	1,809,209	−76,029
2,373,826	2,107,622	192,563	92,276	2,732,315	2,368,292	15.4	2,915,304	−182,989
22,290,613	18,369,275	1,393,929	932,394	26,479,397	22,227,307	19.1	21,885,559	4,593,838
646,135	606,842	8,748	3,096	794,516	722,780	9.9	854,514	−59,998
4,652,927	3,732,963	272,065	148,646	5,614,780	4,505,801	24.6	5,641,553	−26,773
1,778,434	1,638,692	40,994	26,896	2,000,629	1,853,669	7.9	1,858,506	142,123
2,042,962	1,513,577	44,556	7,921	2,442,354	1,951,150	25.2	2,126,584	315,770
2,524,106	2,135,977	74,996	25,623	2,750,299	2,275,380	20.9	2,482,666	267,633
4,596,100	3,767,203	291,317	264,663	5,283,830	4,490,016	17.7	4,793,317	490,513
3,025,950	2,459,236	104,311	34,323	3,407,040	2,814,825	21.0	2,669,976	737,064
3,730,361	3,244,399	126,784	34,553	4,032,784	3,519,964	14.6	3,562,021	470,763
1,257,548	1,120,178	13,910		1,220,940	1,093,595	11.6	1,098,428	122,512
4,192,405	3,460,968	655,551	125,864	5,111,880	4,108,167	24.4	5,272,896	−161,016
2,996,344	2,418,030	21,581	5,995	3,297,833	2,646,107	24.6	2,771,011	526,822
1,407,845	1,094,040	58,699	44,165	1,683,483	1,326,133	26.9	1,446,103	237,380
23,987,574	20,194,290	1,402,990	1,108,683	29,280,814	26,357,229	11.1	23,338,665	5,942,149
927,552	790,933	60,453	39,790	1,200,675	1,059,483	13.3	1,036,801	163,874
1,621,411	1,344,874	110,414	64,517	1,913,619	1,553,118	23.2	1,697,232	216,387
5,514,266	5,403,747	1,234,190	309,298	6,499,476	6,221,816	4.5	6,318,404	181,072
2,687,507	1,966,674	102,511	75,019	2,969,573	2,283,469	30.0	2,663,511	306,062
1,191,756	1,145,899	91,107	40,664	1,581,673	1,482,481	6.7	1,926,837	−345,164
11,552,459	9,571,906	660,765	459,027	13,848,621	11,860,303	16.8	12,175,241	1,673,380
1,700,069	1,393,010	142,447	66,396	1,876,469	1,540,890	21.8	2,032,290	155,821
1,206,065	929,666	15,184	410,980	1,369,033	1,072,490	27.6	1,106,174	262,859
8,596,578	7,205,894	399,870	221,056	9,034,083	7,430,215	21.6	7,451,676	1,582,407
2,977,549	2,658,736	160,481	106,354	3,486,696	3,046,009	14.5	3,296,066	190,630
2,269,790	2,192,304	261,714	285,851	2,410,980	2,326,120	3.6	2,258,779	152,201
3,603,901	3,574,262	310,526	371,706	5,084,591	4,772,492	6.5	4,641,983	442,608
7,817,809	6,823,626	304,662	212,319	7,981,552	7,162,858	11.4	7,411,075	570,477
1,312,472	1,141,839	55,936	48,547	1,541,312	1,321,531	16.6	1,474,831	66,481
1,503,897	1,477,096	5,481	8,065	1,655,997	1,589,150	4.2	1,589,580	66,417
2,545,959	2,394,910	134,157	107,378	2,872,035	2,602,733	10.3	2,953,842	−81,807
1,156,513	413,122	57,377		1,360,800	470,806	189.0	1,175,128	185,672
654,813	678,200	51,732	52,486	723,898	753,982	−4.0	874,869	−150,971

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2]			
			Network		National and regional advertisers[3]	
			1978	1977	1978	1977
Waco, Tex. (6)**	261	388	129	2,147	190,603	541,937
Washington, D.C.-Md.-Va. (32)	6	9	428,383	333,315	12,448,276	12,265,950
Waterbury, Conn. (6)**	197	347	10,363	33,112	301,140	322,529
Waterloo-Cedar Falls, Iowa (5)	156	84	1,818	2,061	529,483	672,623
West Palm Beach-Boca Raton, Fla. (16)	80	373	12,556	13,798	1,233,141	1,053,360
Wheeling, W. Va.-Ohio (9)	114	87	52,432	40,800	1,041,529	990,646
Wichita, Kan. (9)	56	39	48,318	36,196	976,321	754,184
Wichita Falls, Tex. (6)	207	244	4,181	8,240	470,560	360,766
Williamsport, Pa. (4)	220	215	5,409	7,382	65,706	124,811
Wilmington, Del.-N.J.-Md. (7)**	111	85	13,755	17,225	327,369	324,979
Wilmington, N.C. (8)**	242	338	1,098	1,727	245,441	200,465
Worcester, Mass. (6)	122	355	32,697	42,548	951,138	874,179
Yakima, Wash. (8)	162	220	4,962	6,536	579,050	512,886
York, Pa. (7)	97	54	10,022	9,946	510,878	543,211
Youngstown, Ohio (9)	100	122	26,364	24,536	949,977	963,594
Nonmetro areas with three or more stations						
Fairbanks, Alaska (3)	289	340	0		102,593	122,198
Decatur, Ala. (4)	308	239	0	0	25,764	51,218
Dothan, Ala. (4)	287	243	0	0	103,894	39,249
Selma, Ala. (5)**	339	295	0	0	69,456	56,659
Hot Springs, Ark. (5)**	323	216	1,471	2,359	162,610	136,215
Jonesboro, Ark. (3)	365	221	0	0	111,122	82,259
Flagstaff, Ariz. (4)	317	326	98	0	169,588	112,019
Yuma, Ariz. (3)	321	275	13,894	14,000	134,129	77,560
Chico, Calif. (3)	246	129	2,346	3,690	321,214	243,106
Merced, Calif. (3)	363	305	0	*	116,394	*
Redding, Calif. (5)	211	177	2,380	3,326	251,916	134,485
San Luis Obispo, Calif. (5)	237	327	737	777	207,752	127,766
South Lake Tahoe, Calif. (4)	259	219	0	0	356,108	204,720
Tulare, Calif. (3)	271	238	0	0	37,836	29,466
Grand Junction, Colo. (5)	247	248	21,916	20,639	144,047	120,601
Leesburg, Fla. (3)**	324	374	0	*	18,472	*
Ocala, Fla. (5)	235	181	0	0	231,312	151,813
Vero Beach, Fla. (3)	357	258	223	223	24,912	23,293
Athens, Ga. (5)	265	283	1,891	2,858	315,329	242,423
Brunswick, Ga. (3)	354	342	380	1,837	60,408	92,557
Dalton, Ga. (3)	356	161	0	0	86,409	83,120
Gainesville, Ga. (4)	273	210	1,386	2,200	168,252	126,044
Griffin, Ga. (3)	382	247	0	39	51,886	51,257
Rome, Ga. (5)	266	304	2,268	2,621	196,760	138,908
Thomasville, Ga. (3)	387	227	2,091	*	16,506	*
Valdosta, Ga. (5)	352	309	0	0	119,251	160,565
Waycross, Ga. (3)	370	289	1,023	*	61,909	*
Hilo, Hawaii (3)**	330	284	0	0	12,766	22,090
Fort Dodge, Iowa (3)	245	183	17,066	*	456,362	*
Iowa City (4)	295	256	0	*	96,893	*
Mason City, Iowa (3)	251	194	3,216	4,288	306,704	232,541
Idaho Falls, Idaho (4)	248	147	55,871	43,956	284,100	228,807
Nampa, Idaho (4)	301	291	19,457	*	99,531	*
Pocatello, Idaho (4)**	284	317	37,095	650	130,815	297,258
Twin Falls, Idaho (4)	230	245	70,869	62,897	150,037	96,957
Danville, Ill. (3)	288	257	1,394	2,200	42,533	22,723
Crawfordsville, Ind. (3)	367	271	0	*	46,673	*
Hutchinson, Kan. (4)	270	229	435	451	77,331	59,177
Salina, Kan. (5)	180	234	1,061	981	184,660	1,182,925
Bowling Green, Ky. (4)	318	185	1,800	2,169	127,512	133,101
Paducah, Ky. (4)	276	198	2,631	3,732	171,898	175,237
Cumberland, Md. (3)	336	346	1,970	2,499	35,865	25,150
Salisbury, Md. (4)	240	170	2,750	4,275	355,290	265,688
Bangor, Me. (5)	241	187	4,075	9,233	223,617	177,383
Presque Isle, Me. (3)	371	281	1,098	1,135	96,595	90,324
Cadillac, Mich. (3)	365	240	3,152	6,110	100,674	90,246
Escanaba, Mich. (4)	331	381	2,241	*	99,669	*
Marquette, Mich. (3)	372	285	0	0	124,888	112,167
Traverse City, Mich. (4)	228	160	350	450	500,634	232,220
Brainerd, Minn. (3)**	335	315	0	*	55,331	*
Cape Girardeau, Mo. (3)	344	289	0	0	98,990	112,835
Jefferson City, Mo. (3)	296	206	10,993	9,041	112,364	97,420
Joplin, Mo. (6)	268	132	1,100	1,650	237,732	231,359
Poplar Bluff, Mo. (3)	349	321	13,938	9,550	144,708	93,717
Columbus, Miss. (4)	379	302	0	0	72,160	73,576
Corinth, Miss. (3)**	384	282	0	0	17,899	19,221
Greenville, Miss. (4)	369	263	0	0	38,475	26,895
Greenwood, Miss. (3)	383	267	671	843	31,829	31,877
Hattiesburg, Miss. (6)	294	172	0	526	42,050	39,672
Laurel, Miss. (3)	325	296	1,410	827	15,053	31,059
McComb, Miss. (3)	378	265	0	0	22,653	20,377
Meridian, Miss. (5)	244	277	5,504	413	231,364	198,976
Tupelo, Miss. (3)	340	316	0	*	138,178	*
Vicksburg, Miss. (4)	364	320	0	0	27,663	65,045
Bozeman, Mont. (3)	272	217	0	0	92,042	56,651
Helena, Mont. (4)	299	290	821	2,186	46,592	37,508

Local advertisers[3] 1978	Local advertisers[3] 1977	Value of trade-outs and barter transactions 1978	Value of trade-outs and barter transactions 1977	Total broadcast revenues[4] 1978	Total broadcast revenues[4] 1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
1,241,910	1,303,456	9,465	10,598	1,395,010	1,780,658	-21.7	1,574,397	-179,387
40,070,769	34,303,911	1,324,185	1,278,890	45,601,037	40,334,197	13.1	38,906,291	6,694,746
1,816,855	1,511,950	107,575	79,057	1,942,228	1,768,719	9.8	2,031,809	-89,581
2,085,047	1,766,506	54,305	67,810	2,563,700	2,410,854	6.3	2,063,340	500,360
4,800,334	3,855,941	414,570	273,738	5,519,032	4,448,734	24.1	5,740,864	-221,832
2,455,427	2,142,546	55,284	60,087	3,900,021	3,515,512	10.9	2,972,261	927,400
7,419,784	6,295,317	278,270	177,314	8,389,537	7,123,273	17.8	7,022,568	1,366,969
1,335,549	1,287,404	29,422	1,326	1,776,319	1,628,522	9.1	1,723,239	53,080
1,554,833	1,358,793	144,165	13,969	1,686,409	1,465,470	15.1	1,584,917	101,492
3,752,935	3,314,647	269,842	106,197	3,941,828	3,519,782	12.1	2,987,131	954,697
1,151,650	961,045	107,594	59,765	1,442,416	1,201,079	20.1	1,508,980	-66,564
3,132,253	2,583,777	302,097	110,149	3,575,509	3,067,165	16.6	3,688,986	-113,477
2,010,869	1,738,371	62,359	43,510	2,461,465	2,176,420	13.1	2,375,501	85,964
4,426,676	3,653,692	268,005	164,326	4,675,079	3,964,290	17.9	3,715,980	959,099
3,854,313	3,498,930	62,221	63,401	4,542,458	4,215,879	7.7	4,270,203	272,255
1,071,192	1,303,049	68,164	44,616	1,133,990	1,379,299	-17.8	1,204,951	-70,961
959,505	784,673	18,066	17,792	1,004,345	842,845	19.2	946,790	57,555
1,059,698	739,177	41,013		1,144,529	764,868	49.6	1,089,510	55,019
701,917	555,242	3,805		771,431	600,762	28.4	770,403	1,028
734,798	636,179	30,417	4,298	873,914	758,346	15.2	773,326	100,588
545,066	457,992	12,076		645,718	534,112	20.9	560,047	85,671
756,730	614,097	49,331	6,368	951,672	710,573	33.9	992,886	-41,214
805,845	761,844	37,205		918,417	830,046	10.6	895,007	23,410
1,190,573	1,135,881	28,812		1,433,666	1,319,328	8.7	1,173,389	260,277
550,796	*	38,281	*	592,547	*	—	603,029	-10,482
1,553,458	1,075,932	13,449	24,304	1,758,384	1,180,017	49.0	1,608,971	149,413
1,168,650	1,007,385	73,282	56,713	1,467,161	1,222,639	20.0	1,510,252	-43,091
943,275	739,666	28,905		1,252,581	916,656	36.6	1,162,828	89,753
1,249,692	804,985	348,776		1,249,671	816,000	53.2	1,190,987	58,884
1,215,925	1,029,433	56,799	49,090	1,421,255	1,152,559	23.3	1,374,547	46,708
911,409	*	116,922	*	873,710	*	—	1,112,230	-238,520
1,264,202	1,067,971	52,311	53,066	1,470,459	1,199,585	22.6	1,329,625	140,834
584,133	465,832	12,564		613,093	496,327	23.5	584,786	23,307
958,655	823,444	3,291	0	1,275,237	1,067,197	19.5	1,261,903	13,334
612,937	588,204	8,390	20,831	674,464	671,030	0.5	747,669	-73,023
540,873	499,131	2,529	4,954	627,282	582,251	7.7	454,759	172,523
1,015,801	859,941	5,331	1,644	1,228,302	1,029,754	19.3	1,123,132	105,170
538,910	482,866	6,038	7,621	593,863	532,614	11.5	546,196	47,667
1,085,992	798,555	43,282	49,389	1,271,992	933,860	36.2	1,280,902	-8,910
431,100	*	0	*	444,080	*	—	366,259	77,821
567,218	707,059	554	3,216	680,327	861,710	-21.0	695,182	-14,855
493,908	*	14,532	*	550,730	*	—	523,510	27,220
933,259	646,740	55,710	79,051	816,574	651,353	25.4	786,017	30,857
984,861	*	40,493	*	1,437,288	*	—	1,273,086	164,202
982,421	*	23,015	*	1,058,087	*	—	1,021,435	36,652
1,072,876	858,331	22,986	13,376	1,309,191	1,048,588	24.9	1,183,202	125,989
1,129,762	1,144,961	27,386	40,479	1,417,424	1,375,548	3.0	1,207,655	209,769
986,160	*	37,986	*	1,034,579	*	—	1,031,614	2,965
1,078,950	687,312	4,870		1,175,909	941,311	24.9	1,201,862	-25,953
1,323,211	1,128,048	46,211	31,274	1,528,498	1,280,236	19.4	1,477,127	51,371
1,121,110	866,008	10,826		1,136,865	878,809	29.4	1,101,929	34,936
484,361	*	23,601	*	568,091	*	—	541,248	26,843
1,096,315	932,355	26,131		1,251,052	1,009,252	24.0	1,180,568	70,484
1,991,278	1,422,223	41,814	78,174	2,146,042	2,552,153	-15.9	2,083,730	62,312
810,000	762,403	17,558	16,692	937,061	881,306	6.3	802,986	134,075
1,087,871	1,006,989	18,758	18,481	1,218,564	1,141,210	6.8	1,095,325	123,239
750,428	667,875	15,623	11,107	781,940	688,063	13.6	869,378	-87,430
1,139,308	1,056,953	28,723	12,635	1,455,763	1,322,093	10.1	1,297,270	158,493
1,320,583	1,088,729	30,410	27,242	1,450,390	1,205,241	20.3	1,319,866	130,524
461,258	434,039	1,013		548,139	498,990	9.8	527,787	20,352
503,575	427,748	3,896		578,487	503,039	15.0	520,954	57,533
689,226	*	22,748	*	799,067	*	—	906,590	-107,523
432,141	390,693	34,951		543,281	491,083	10.6	531,672	11,609
1,309,278	1,106,780	4,053		1,562,601	1,303,270	19.9	1,388,715	173,886
729,499	*	6,051	*	790,963	*	—	814,356	-23,393
664,357	741,356	25,673	0	735,247	831,594	-11.6	729,368	5,879
926,975	739,136	2,317		1,057,593	835,221	26.6	950,003	107,590
1,008,355	909,435	45,042	38,598	1,254,614	1,117,453	12.3	1,005,602	249,012
537,916	1,005,602	0	0	689,318	489,233	40.9	719,802	-30,484
380,251	421,794	11,385	7,740	456,445	489,397	-6.7	462,309	-5,864
301,375	319,729	0	0	332,232	337,553	-1.6	313,665	18,567
519,723	527,113	4,971	0	553,378	543,815	1.8	521,269	32,089
346,195	324,815	0	0	383,891	355,605	8.0	356,086	27,805
1,018,775	862,202	11,704	9,507	1,059,637	898,812	17.9	905,233	154,404
648,161	710,633	0	0	873,433	750,506	16.4	872,415	1,018
450,929	402,937	0	0	469,962	420,060	11.9	440,421	29,541
1,244,973	1,199,384	91,494	108,614	1,438,426	1,368,517	5.1	1,415,924	22,502
606,344	*	6,426	*	767,243	*	—	791,155	-23,912
563,564	477,039	7,433		582,924	537,235	8.5	612,460	-29,536
1,151,675	996,713	2,767	5,049	1,232,607	1,037,189	18.8	1,134,662	97,945
971,103	637,127	8,334	11,349	1,040,624	825,896	26.0	1,037,414	3,210

Metropolitan areas (number of stations[1] reporting in parentheses)	Revenue rank	Profit rank	Time sales[2]			
			Network		National and regional advertisers[3]	
			1978	1977	1978	1977
Kalispell, Mont. (3)	312	121	0	0	106,185	87,797
Missoula, Mont. (5)	214	166	31,982	25,274	86,119	49,867
Goldsboro, N.C. (5)	316	254	35,677	21,926	39,657	50,119
Greenville, N.C. (4)	347	328	646	3,242	272,192	197,360
Hickory, N.C. (3)	295	183	748	730	85,099	62,556
Jacksonville, N.C. (4)**	304	260	0	0	154,549	122,749
Kinston, N.C. (4)	306	303	1,653	1,720	130,115	134,868
New Bern, N.C. (3)	374	371	0	0	81,574	36,826
Rocky Mount, N.C. (4)**	341	292	323	327	54,088	60,686
Wilson, N.C. (4)	358	325	1,175	255	84,459	71,938
Bismarck, N.D. (5)	167	126	4,819	6,100	403,674	283,453
Minot, N.D. (5)	219	324	349	367	80,273	61,091
Scottsbluff, Neb. (3)	305	193	13,705	*	106,593	*
Clovis, N.M. (4)	351	366	0	0	41,869	28,831
Farmington, N.M. (4)	255	123	19,155	11,357	215,765	194,632
Hobbs, N.M. (3)**	382	358	0	*	71,206	*
Las Cruces, N.M. (3)	327	241	0	0	133,210	88,642
Roswell, N.M. (4)	337	348	0	0	121,018	89,317
Santa Fe, N.M. (4)	314	144	0	0	205,982	163,993
Ithaca, N.Y. (4)	238	200	1,781	2,515	272,054	240,490
Plattsburgh, N.Y. (4)	326	299	2,567	*	97,229	*
Watertown, N.Y. (4)	303	334	2,904	4,889	291,741	268,287
Chillicothe, Ohio (4)**	377	249	0	0	121,885	92,742
Ardmore, Okla. (3)	368	228	0	0	60,101	35,192
Bend, Ore. (3)	281	214	0	0	156,842	136,999
Klamath Falls, Ore. (3)	307	191	1,238	2,093	164,931	130,119
Medford, Ore. (6)	212	353	32,163	9,065	209,160	217,307
Roseburg, Ore. (4)	309	180	1,802	2,753	114,213	90,675
The Dalles, Ore. (3)	376	250	0	0	77,854	63,653
Florence, S.C. (3)	328	218	1,580	1,098	99,913	101,571
Greenwood, S.C. (3)	380	282	683	950	90,848	68,719
Orangeburg, S.C. (4)	350	345	0	0	117,763	96,666
Sumter, S.C. (4)	302	237	0	0	415,962	265,338
Aberdeen, S.D. (3)	315	228	0	0	123,443	122,173
Watertown, S.D. (4)	343	312	0	0	58,643	58,037
Yankton, S.D. (3)	206	92	2,780	7,992	432,634	386,324
Fayetteville, Tenn. (3)	381	261	759	243	2,664	7,519
Jackson, Tenn. (3)	282	314	814	896	194,025	150,693
Shelbyville, Tenn. (3)	385	307	0	0	14,578	13,810
Big Spring, Tex. (4)	334	288	0	0	53,987	57,687
Brownwood, Tex. (4)	345	352	0	0	19,038	24,136
Victoria, Tex. (3)	320	173	0	*	114,548	*
Logan, Utah (3)	375	287	33,022	31,521	24,285	17,269
Charlottesville, Va. (4)	213	192	1,368	2,074	142,601	126,869
Danville, Va. (5)	233	127	873	888	125,725	155,559
Harrisonburg, Va. (4)	260	233	6	1,208	233,915	243,270
Warrenton, Va. (3)	380	286	0	*	32,756	*
Burlington, Vt. (5)	195	272	5,871	7,894	233,533	123,111
Bellingham, Wash. (6)**	232	274	524	539	288,976	284,030
Walla Walla, Wash. (3)	329	226	0	0	148,891	169,058
Wenatchee, Wash. (3)	373	332	1,645	3,419	107,979	196,692
Wausau, Wis. (5)	262	151	2,366	2,319	108,486	89,388
Beckley, W. Va. (3)	239	168	483	582	207,308	183,859
Clarksburg, W. Va. (5)	293	260	22,653	2,241	81,645	100,800
Fairmont, W. Va. (3)	348	270	2,298	3,876	73,402	80,366
Casper, Wyo. (4)	160	79	44,442	10,506	295,525	317,194
Cheyenne, Wyo. (5)**	319	323	11,647	18,923	77,275	81,270
Total (659)			696,714	550,568	21,587,384	19,520,816
Caguas, P.R. (5)	278	182	76,973	64,109	417,354	397,367
Mayaguez, P.R. (7)	249	152	152,391	168,022	389,319	304,295
Ponce, P.R. (7)	225	369	147,590	170,067	655,850	554,603
San Juan, P.R. (16)	46	106	57,064	209,568	3,053,856	2,625,535
Total (35)			434,018	611,766	4,516,379	3,881,800
Agana, Guam (4)	292	235	0	0	46,517	14,524
Aguadilla, P.R. (6)	366	248	41,400	40,800	222,977	298,155
Arecibo, P.R. (3)	369	258	9,740	4,285	258,159	223,420
Charlotte Amalie, V.I. (3)	332	276	0			1,061
Other Communities (29)	110	206	4,310	357	844,652	664,209
Total (78)			489,468	657,208	5,886,684	5,083,169
Metropolitan areas United States (2,912)			18,879,515	17,149,909	520,867,387	458,545,831
Nonmetro areas of 3 or more stations (659)			696,714	550,568	21,587,384	19,520,816
Nonmetro areas of two stations (712)			313,389	331,268	16,861,840	14,520,975
Nonmetro areas of one station (1,387)			553,297	552,124	24,729,078	22,868,013
Total United States (5,675)			20,442,915	18,583,869	583,845,689	515,275,435
Commonwealth and Possessions (73)			489,468	657,208	5,834,246	5,083,169
Grand Total (5,748)			20,932,383	19,241,077	589,679,935	520,358,604

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[1] AM-FM associated stations that filed a combined report are counted as one reporting entity.

[2] Stations with less than $25,000 in revenues report only total revenues and total expense. However, stations with less than $25,000 in revenues accounted for less than one-tenth of one percent of the broadcast revenues of the reporting stations.

[3] Before commissions to agencies, representatives and others. Because stations differ in classifying time sales as national/regional or local, these data should be used with caution.

Local advertisers[3] 1978	Local advertisers[3] 1977	Value of trade-outs and barter transactions 1978	Value of trade-outs and barter transactions 1977	Total broadcast revenues[4] 1978	Total broadcast revenues[4] 1977	% change	Total broadcast expenses 1978	Total broadcast income 1978
869.052	720,328	312		981,066	794,650	**23.5**	707,494	273,572
1,358,204	967,981	11,046	9,493	1,735,232	1,269,465	**36.7**	1,572,132	163,100
881,529	847,161		13,433	952,764	936,477	**1.7**	913,693	39,071
489,531	511,699	41,741	19,525	715,382	679,376	**5.3**	760,224	−44,842
1,056,677	877,608	8,957	7,240	1,148,401	951,550	**20.7**	1,012,712	135,689
871,369	795,047	20,322	8,861	1,022,852	922,124	**10.9**	989,145	33,707
876,459	868,882	1,535	1,859	1,015,430	1,000,986	**1.4**	1,022,669	−7,239
419,858	397,316	9,716	6,491	496,087	432,745	**14.6**	683,316	−187,229
689,496	637,807	4,069	1,577	747,305	699,415	**6.8**	744,473	2,832
530,182	494,415	6,831	5,134	611,791	558,233	**9.6**	648,857	−37,066
1,990,960	1,828,916	856	4,014	2,378,493	2,110,593	**12.7**	2,112,753	265,740
1,619,456	1,421,068	0	0	1,691,907	1,487,612	**13.7**	1,724,734	−32,827
913,177	*	800	*	1,019,412	*	**—**	892,499	126,913
662,115	511,297	5,615	2,202	688,357	534,220	**28.9**	861,596	−173,239
1,134,110	915,771	0	0	1,354,282	1,119,452	**21.0**	1,084,661	269,621
286,549	*	4,650	*	385,450	*	**—**	523,096	−137,464
789,709	712,278	28,540		862,059	757,472	**13.8**	805,578	56,300
646,889	619,121	1,024	983	778,770	715,650	**8.8**	879,679	−100,909
798,633	651,777	8,557	0	965,617	788,304	**22.8**	752,645	212,972
948,049	900,535	75,739		1,463,600	1,291,270	**13.3**	1,342,679	120,921
788,426	*	8,873	*	867,245	*	**—**	869,694	−2,449
744,415	621,740	593	0	1,024,149	888,735	**15.2**	1,062,974	−58,825
355,477	319,118	4,327		475,686	409,712	**16.1**	429,452	46,234
500,856	416,680	4,706		554,091	456,349	**21.4**	474,622	79,469
1,051,823	897,692	4,276		1,195,626	1,024,661	**16.7**	1,091,862	103,764
881,4827	753,815	29,370	32,764	1,009,464	855,987	**17.9**	882,218	127,246
1,507,956	1,343,491	17,347	14,477	1,737,583	1,535,250	**13.2**	1,848,622	−111,039
911,434	719,037	19,170	8,698	1,002,610	791,562	**26.7**	860,663	141,947
395,165	280,484	2,746		479,818	357,983	**34.0**	459,184	20,634
787,693	684,161	4,114	2,832	859,941	755,768	**13.8**	770,009	89,932
515,036	450,587	4,553	500	600,768	516,914	**16.2**	568,328	32,440
559,746	281,704	10,864	3,258	688,489	415,431	**65.7**	773,190	−84,701
825,787	648,966	13,255	9,227	1,033,179	929,088	**11.2**	973,356	59,823
846,249	784,441	20,053	29,914	955,847	899,495	**6.3**	879,040	76,807
683,773	472,682	17,470		737,221	552,205	**33.5**	757,086	−19,865
1,545,186	1,362,490	31,533		1,812,919	1,611,119	**12.5**	1,354,181	458,738
383,286	355,618	200		387,010	363,768	**6.4**	353,496	33,514
996,809	803,337	17,294	12,658	1,193,252	932,136	**28.0**	1,216,208	−22,956
285,768	238,934	2,281		299,357	275,280	**8.7**	310,713	−11,356
744,876	614,895	10,911	858	792,427	664,045	**19.3**	764,848	27,579
712,518	519,764	13,178		728,744	555,784	**31.1**	839,156	−110,412
855,705	*	*	*	923,615	*	**—**	769,976	153,639
427,710	335,226	14,172		480,816	388,790	**23.7**	474,358	6,458
1,483,287	1,271,337	54,730	34,464	1,737,262	1,472,670	**18.0**	1,610,077	127,185
1,347,583	1,267,499	41,103	27,870	1,476,303	1,421,471	**3.9**	1,240,318	235,985
1,108,656	997,202	3,856	6,831	1,310,110	1,218,477	**7.5**	1,244,056	66,054
377,295	*	40,616	*	430,047	*	**—**	422,804	7,243
1,752,542	1,618,134	77,451	30,511	1,974,856	1,803,579	**9.5**	1,949,078	25,778
1,321,760	1,111,842	58,291	48,514	1,510,468	1,304,202	**15.8**	1,486,234	24,234
728,911	619,700	24,762	7,956	832,919	759,974	**9.6**	754,786	78,133
428,170	495,626	5,598		525,035	715,735	**−26.6**	582,962	57,927
1,229,959	1,135,306	17,448	9,615	1,305,855	1,187,626	**10.0**	1,108,446	197,409
1,235,852	1,169,956	24,114	18,134	1,458,044	1,365,266	**6.8**	1,297,895	160,149
961,000	692,245	14,872	13,534	1,062,555	787,960	**34.8**	1,019,502	43,053
636,582	556,189			705,275	635,007	**11.1**	678,200	27,075
2,193,443	1,503,230	49,333	31,437	2,479,908	1,758,418	**41.0**	1,918,784	561,124
865,561	665,277	1,200	1,470	934,219	761,080	**22.7**	966,351	−32,132
148,082,424	127,863,684	3,642,858	1,357,441	168,395,940	146,371,520	**15.0**	157,971,679	10,424,261
844,726	684,079	8,196	16,898	1,211,219	1,092,233	**10.9**	1,070,788	140,431
878,913	821,979	3,650	10,140	1,414,153	1,345,273	**5.1**	1,221,052	193,101
995,550	1,091,725	43,581	10,286	1,603,372	1,618,134	**−0.9**	1,785,013	−181,641
7,226,483	5,762,551	392,237	366,722	9,189,572	7,686,975	**19.5**	8,855,576	333,996
9,945,672	8,360,334	447,664	404,046	13,418,316	11,742,615	**14.3**	12,932,429	485,887
1,036,983	526,636	20,432	0	1,101,897	545,752	**1.9**	1,039,817	62,080
311,947	223,361			572,529	565,978	**1.2**	621,484	48,955
319,257	355,290		0	607,246	595,078	**2.0**	572,544	34,702
868,280	779,534	9,875		796,848	689,189	**15.6**	773,929	22,719
3,324,083	3,030,880	16,293	31,888	3,975,741	3,639,871	**9.2**	3,995,504	113,668
15,826,222	13,276,035	487,368	435,934	20,472,077	17,778,483	**15.2**	19,835,707	670,119
1,640,229,295	1,388,247,206	97,738,221	65,815,260	1,941,802,182	1,659,074,445	**17.0**	1,684,929,470	256,872,712
148,082,424	127,863,684	3,642,858	1,357,441	168,395,940	146,371,520	**15.0**	157,971,679	10,424,261
140,557,433	120,660,152	2,830,741	2,323,823	156,481,191	134,680,810	**16.2**	145,194,615	11,286,576
234,561,977	214,121,012	3,483,903	2,745,841	258,290,870	235,580,841	**9.6**	241,882,351	16,408,519
2,163,430,229.	1,850,892,056	107,695,723	72,242,365	2,524,970,183	2,175,707,416	**16.1**	2,229,978,115	294,992,068
15,740,025	13,276,035	495,564	435,934	20,472,077	17,778,483	**15.2**	19,755,675	716,402
2,179,170,254	1,864,168,091	108,191,287	72,678,299	2,545,442,260	2,193,485,899	**16.0**	2,249,733,790	295,708,470

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[4] Total time sales less commissions, plus talent and program sales, plus other incidental broadcast revenue.

*Data withheld to maintain station confidentiality; fewer than three stations reported.

**One or more stations did not require data for the full year.

NOTE: Total broadcast income is before federal income tax. - denotes loss.

5. Network-only breakouts

Network revenues[1]

Revenues from sale of time when program is supplied by advertiser	$2,702,000
All other advertising revenues	121,662,000
Revenues from stations for cooperative programs	9,000
All other broadcast revenues	2,686,000
Total gross broadcast revenues	127,059,000
Value of trade-outs and barter transactions included in revenues	3,439,000
Deduct:	
Payments to networks and stations	18,924,000
Commissions to advertising agencies	10,546,000
Commissions to representatives, brokers and others	7,726,000
Cash discounts allowed by network	0
Total deductions	37,197,000
Net broadcast revenues	89,861,000

Network expenses

General categories of expenses:	
Technical expenses	7,913,000
Program expenses	36,011,000
Selling expenses	14,528,000
General and administrative expenses	16,054,000
Total broadcast expenses	74,505,000
Selected expense items	
Salaries, wages and bonuses of officers and employes engaged in following categories:	
Technical	3,095,000
Program	9,164,000
Selling	5,079,000
General and administrative	5,981,000
Total (all officers and employes)	23,320,000
Depreciation of tangible property	655,000
Amortization expense on programs obtained from others:	
Feature film shown or expected to be shown in U.S. theaters	5,000
All other feature film	0
All other programs	722,000
Records and transcriptions	82,000
Music license fees	207,000
Other performance or program rights	2,359,000
Cost of intercity and intracity program relay circuits	8,894,000
Total expense for news and public affairs[2]	32,030,000

Network Income

Broadcast revenues	89,861,000
Broadcast expenses	74,505,000
Broadcast operating income	15,356,000

[1] CBS, MBS (two networks), NBC, and ABC's three AM networks and one FM network.

[2] This figure contains some costs already shown under selected expense items. Costs of sports programs are not included.

Note: Last digits may not add to totals because of rounding.

6. How many radio stations won, how many lost

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	355	317	123	97	77	11	4	2		1	2	
$500,000 to $1,000,000	551	430	1	18	167	132	52	13	19	7	12	9
$250,000 to $500,000	1,174	827			60	207	258	67	61	53	63	58
$200,000 to $250,000	488	312			1	33	84	34	39	34	44	43
$150,000 to $200,000	571	360				21	93	44	41	49	61	51
$100,000 to $150,000	590	348				6	68	33	42	45	65	89
$75,000 to $100,000	236	123					7	7	15	14	36	44
$50,000 to $75,000	172	72					5	4	7	10	15	31
$25,000 to $50,000	63	25							2	2	5	10
Less than $25,000	14	2										2
Totals	**4,214**	**2,814**	**124**	**115**	**305**	**410**	**569**	**204**	**226**	**215**	**303**	**343**

[1] Excludes 655 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	355	38	12	8	6	4	4		1	2		1
$500,000 to $1,000,000	551	121	8	9	28	26	27	3	2	6	8	4
$250,000 to $500,000	1,174	347	2	14	58	49	83	25	24	27	31	34
$200,000 to $250,000	488	176	1	6	13	34	38	10	6	20	22	26
$150,000 to $200,000	571	211		3	21	32	37	11	13	25	24	45
$100,000 to $150,000	590	244		2	11	25	41	11	21	35	41	57
$75,000 to $100,000	236	113			2	9	22	5	7	16	17	35
$50,000 to $75,000	172	100			3	3	20	7	6	16	15	30
$25,000 to $50,000	63	38			1	4	7	2	3	3	3	15
Less than $25,000	14	12				2	1	1	2	1	2	3
Totals	**4,214**	**1,400**	**23**	**42**	**143**	**188**	**280**	**75**	**85**	**151**	**163**	**250**
Total both		**4,214**	**147**	**157**	**448**	**598**	**849**	**279**	**311**	**366**	**466**	**593**

[1] Excludes 655 FM stations that are associated with AM's but which reported separately.

Number of independent FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	69	57	20	17	14	2	3		1			
$500,000 to $1,000,000	80	64		9	29	15	8	1		2		
$250,000 to $500,000	171	120			16	42	36	11	3	5	3	4
$200,000 to $250,000	57	44				3	9	8	8	6	8	2
$150,000 to $200,000	85	43				1	10	6	5	8	7	6
$100,000 to $150,000	122	44				1	7	6	1	11	10	8
$75,000 to $100,000	53	18					1	2	2	5	2	6
$50,000 to $75,000	42	11								1	4	6
$25,000 to $50,000	32	9							2	1	6	
Less than 25,000	11	4										4
Totals	**722**	**414**	**20**	**26**	**59**	**64**	**74**	**34**	**22**	**39**	**40**	**36**

[1] Excludes FM stations that are associated with AM's but which reported separately.

Number of independent[1] FM stations reporting profits or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	69	12		5	5		1					1
$500,000 to $1,000,000	80	16	2	4	5	5						
$250,000 to $500,000	171	51		2	7	18	10	1	1	3	2	7
$200,000 to $250,000	57	13			2	2	3		2	1	1	2
$150,000 to $200,000	85	42		1	1	10	13	3	3	5	3	3
$100,000 to $150,000	122	78		1	5	14	17	3	7	6	4	21
$75,000 to $100,000	53	35			2	6	6	2	2	3	8	6
$50,000 to $75,000	42	31			2	4	6	4	5		2	8
$25,000 to $50,000	32	23				5	4	1		5	2	6
Less than $25,000	11	7				1		2			1	3
Totals	**722**	**308**	**2**	**13**	**29**	**65**	**60**	**16**	**20**	**23**	**23**	**57**
Total both		**722**	**22**	**39**	**88**	**129**	**134**	**50**	**42**	**62**	**63**	**93**

[1] Excludes FM stations that are associated with AM's but which reported separately.

Chart 6 continues on page 62

Chart 6, continued from page 58

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									
			$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	65	53	25	13	8	4	3					
$500,000 to $1,000,000	114	94	1	20	49	10	6	3	1	1	1	2
$250,000 to $500,000	132	102		1	31	35	21	4		5	2	3
$200,000 to $250,000	47	29			1	9	10	1	2	3	1	2
$150,000 to $200,000	65	46			1	6	14	6	4	3	5	7
$100,000 to $150,000	73	39				3	15	4	4	1	7	5
$75,000 to $100,000	45	28					4	5	4	4	4	7
$50,000 to $75,000	45	16					6		1	2	4	3
$25,000 to $50,000	30	14								1	4	9
Less than $25,000	24	6								1	1	4
Totals	**640**	**427**	**26**	**34**	**90**	**67**	**79**	**23**	**16**	**21**	**29**	**42**

[1] Does not include 1,457 FM stations that filed a combined report with the AM.

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1978
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									
			$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	65	12	2	2	2	1	3				1	1
$500,000 to $1,000,000	114	20	1	2	8	3	2	2	1	1		
$250,000 to $500,000	132	30		1	6	6	6	5	2	2	1	1
$200,000 to $250,000	47	18	1		1	4	4	1		2	1	4
$150,000 to $200,000	65	19	1	2		3	9		1			3
$100,000 to $150,000	73	34			2	7	9	2	3	3	3	5
$75,000 to $100,000	45	17				3	2	1	1	4	4	2
$50,000 to $75,000	45	29			1	3	8	1	3	2	7	4
$25,000 to $50,000	30	16			1	1	1	2	1	2	4	4
Less than $25,000	24	18				2	3	1	3	2	2	5
Totals	**640**	**213**	**5**	**7**	**21**	**33**	**47**	**15**	**15**	**18**	**23**	**29**
Total both		**640**	**31**	**41**	**111**	**100**	**126**	**38**	**31**	**39**	**52**	**71**

[1] Does not include 1,457 FM stations that filed a combined report with the AM.

7. Status on the number of stations

	AM[1]	FM stations filing a combined report with AM	FM stations associated with AM but filing a separate report	FM independent stations	Grand total	Number of reporting entities[3]
Stations in operation on Dec. 31, 1978						
Full year operation	4,394	1,471	659	859	7,383	5,912
Part year operation	102	22	15	59	198	176
Total	4,496	1,493	674	918	7,581	6,088
Stations ceasing operations during 1978	0	0	0	0	0	0
Total stations operating during 1978	4,496	1,493	674	918	7,581	6,088
Less: Stations not reporting[2]	180	14	19	141	354	340
Total stations reporting	4,316	1,479	655	777	7,227	5,748
Full year operation	4,214	1,457	640	722	7,033	5,576
Over $25,000 in time sales	4,198	1,456	614	706	6,974	5,518
Part year operation	102	22	15	55	194	172
Over $25,000 in time sales	75	20	10	35	140	120

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[1] AM stations that filed separately, and AM stations that filed combined reports with FM stations.

[2] Stations that are counted as not reporting include those stations that were licensed but silent for the entire year, those stations that filed too late to be included in this report and those commercial stations with a religious format, provided that 50% or more of the revenues of such stations were obtained from contributions.

[3] An AM/FM combination that filed one combined report is counted as one reporting entity.

8. A 10-year track record for radio

A. Industry totals

Total sales to advertisers[2]

	Total		Network		National and regional spot		Local	
Year	Total amount[3]	Percent change	Amount	Percent change	Amount	Percent change	Amount	Percent change
1978	$2,926,900,000	16.5	$126,400,000	7.0	$592,100,000	13.6	$2,208,400,000	17.9
1977	2,512,500,000	12.9	118,100,000	28.1	521,300,000	5.4	1,873,100,000	14.3
1976	2,226,100,000	17.6	92,200,000	26.8	494,600,000	18.8	1,639,200,000	16.8
1975	1,892,300,000	7.8	72,700,000	20.6	416,300,000	7.6	1,403,300,000	7.2
1974	1,755,900,000	6.6	60,300,000	1.5	386,800,000	1.2	1,308,800,000	8.6
1973	1,647,100,000	6.4	59,400,000	(8.6)	382,300,000	(0.5)	1,205,400,000	9.7
1972	1,547,100,000	11.5	65,000,000	18.0	384,300,000	1.7	1,098,400,000	15.1
1971	1,387,700,000	10.4	55,100,000	12.9	378,000,000	6.4	954,600,000	12.0
1970	1,256,800,000	4.7	48,800,000	(4.1)	355,300,000	1.6	852,700,000	6.6
1969	1,200,400,000	6.2	50,900,000	(6.9)	349,600,000	2.2	799,900,000	9.1

Net broadcast revenues, expenses and income

	Net broadcast revenues[4]		Expenses		Income[5]	
Year	Total amount[3]	Percent change	Total amount	Percent change	Total amount	Percent change
1978	$2,651,000,000	16.6	$2,339,400,000	15.3	$311,600,000	26.6
1977	2,274,500,000	12.6	2,028,400,000	10.2	246,100,000	37.8
1976	2,019,400,000	17.1	1,840,800,000	12.6	178,600,000	96.9
1975	1,725,000,000	7.6	1,634,400,000	7.6	90,700,000	7.8
1974	1,603,100,000	6.7	1,519,000,000	9.1	84,100,000	(23.6)
1973	1,501,900,000	6.7	1,391,900,000	9.4	110,100,000	(18.0)
1972	1,407,000,000	11.8	1,272,600,000	10.2	134,300,000	30.6
1971	1,258,000,000	10.7	1,155,200,000	10.7	102,800,000	10.7
1970	1,136,900,000	4.7	1,044,000,000	6.0	92,900,000	(7.9)
1969	1,085,800,000	6.1	985,000,000	8.3	100,900,000	(11.0)

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[1] Includes nationwide radio networks, and 7,227 AM and FM stations. Includes compensation paid to affiliated stations by other networks (regional state, etc.). Does not include the revenues retained by these other networks or their expenses.

[2] Total sales to advertisers are the total amount paid by advertsers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

[3] Detail may not add to totals because of rounding.

[4] Total sales to advertisers plus all other broadcast revenues less commissions.

[5] Before federal income tax.

Table 8 continues on page 68

B. Network and stations[1]

	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969
Network broadcast revenues (total)	$2,651.0	$2,274.5	$2,019.4	$1,725.0	$1,603.1	$1,510.4	$1,407.0	$1,258.0	$1,136.9	$1,085.8
National networks	89.9	84.5	64.3	49.5	40.4	40.7	38.7	35.8	34.7	35.8
AM and AM-FM	1,974.9	1,761.4	1,622.6	1,430.2	1,369.3	1,316.1	1,246.1	1,137.7	104.7	1,004.5
FM independent	301.0	225.3	180.0	142.9	128.0	96.1	77.4	53.3	40.6	33.4
FM associated/AM	285.2	203.4	152.5	102.4	65.4	57.5	37.5	26.3	18.9	12.1
Broadcast Expenses (total)	2,339.4	2,028.4	1,840.8	1,634.4	1,519.0	1,398.0	1,272.6	1,155.2	1,044.0	985.0
National networks	74.5	59.2	69.2	52.1	46.5	43.8	43.0	40.4	40.2	42.1
AM and AM-FM	1,752.9	1,582.2	1,460.2	1,332.1	1,268.4	1,189.8	1,103.1	1,018.2	933.2	887.1
FM independent	277.0	215.8	115.7	152.4	141.1	106.1	86.2	64.4	46.8	38.9
FM associated/AM	235.0	171.1	135.7	97.7	63.0	58.3	41.1	32.3	23.8	16.9
Broadcast income (total)[2]	311.6	246.1	178.6	90.7	84.1	112.4	134.3	102.8	92.9	100.9
National networks	15.4	25.3	(5.0)	(2.5)	(6.2)	(3.1)	(3.9)	(1.7)	(5.5)	(6.3)
AM and AM-FM	222.0	179.2	162.5	98.0	100.9	126.3	143.1	119.4	109.5	117.5
FM independent	24.0	9.4	4.3	(9.4)	(13.1)	(10.0)	(8.8)	(9.0)	(6.2)	(5.5)
FM associated/AM	50.2	32.2	16.9	4.7	2.4	(0.8)	(3.9)	(6.0)	(4.9)	(4.8)
Number of reporting entities (total)	5,748	5,619	5,638	5,535	5,436	5,244	5,136	5,020	4,898	4,815
AM and AM-FM	4,316	4,292	4,363	4,355	4,361	4,267	4,271	4,252	4,209	4,194
FM independent	777	741	713	703	678	616	590	527	464	442
FM associated/AM	655	586	562	477	397	361	275	241	225	179

[1] Amounts in millions of dollars. Detail may not add to totals because of rounding.
[2] Before federal income tax.

C. Profit or loss of stations[1]

Average profit or loss of stations[2]

	AM, AM-FM		Independent FM		FM associated with AM	
Year	Average profit	Average loss	Average profit	Average loss	Average profit	Average loss
1978	$110,928	$64,362	$104,333	$58,176	$149,622	$64,829
1977	94,138	55,808	77,014	56,687	122,303	61,053
1976	82,173	51,224	63,259	49,581	90,566	69,282
1975	66,873	45,544	43,589	52,023	71,292	63,344
1974	62,310	48,998	41,830	60,669	56,914	53,933
1973	63,373	43,785	49,186	49,186	58,518	54,518
1972	61,837	38,473	31,557	43,333	45,923	52,030
1971	58,950	35,354	26,598	40,200	45,695	59,680
1970	57,243	33,822	22,381	29,509	30,956	45,815
1969	58,249	33,958	16,674	25,541	18,929	42,114

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[1] Full year operation only.
[2] Average profits calculated for those stations reporting profits. Average losses calculated for those stations reporting losses.

- Lockhart Cable TV Service Inc. for Eagle Lake, Tex. (TX0345), add signal.
- K and K Cable TV Corp. for Devils Lake, ND (ND0004), add signal.
- Amory Cable TV for Amory, Miss. (MS0002), add signal.
- Texoma Cable TV for Kingston, Okla. (OK0147), add signal.
- Televue Cable Alabama for Vestavia Hills, Hoover, and Southwest Jefferson, all Alabama (AL0061,62,82), add signal.
- Miley Cablevision for Tishomingo, Okla (OK0107), add signal.
- Tulsa Cable Television for Tulsa, Okla (OK0061) add signal.
- Troy Cable Communications Inc. for Troy, Monroe and Concord Twp. all Ohio (OH0646,47,8), add signal.
- Summit Cable Services of Thoma for Lexington, NC (NC0084), add signal.
- Emco CATV Inc. for Manchester, Vt (VT0036), add signal.
- Spirit Lake Cable TV Inc. for Spirit Lake, Iowa (IA0049), add signal.
- Lowville Cable TV Inc. for Lowville, NY (NY0235), add signal.
- Triad CATV of Indiana Inc. for Portland, Berne, Geneva, Redkey, Albany, Dunkirk, all Indiana (IN0150,0151,49,7,8,9) add signal.
- Ruth Cablevision for Isabella, Pa (PA0469), add signal.
- Piedmont CATV Associates for Union, and Gaffney, both South Carolina (SC0007,6), add signal.
- Teleprompter Southeast Inc. for Dothan, Ala. (AL0113) add signal.
- North Lauderdale Cablevision Inc. for North Lauderdale, Fla. (FL0353), add signal.
- Teleprompter of Oregon for Eugene, Lane, and Springfield, all Oregon (OR0132,71,35), add signal.
- La Costa Community Antenna Systems Inc. for Carlsbad, Calif. (CA0716), add signal.
- Great Lakes Cable Co. Inc. for Elk Rapids, Whitewater, Milton, Acme, East Bay, Grand Traverse, Elk Rapids, Mancelona, Antrim, Custer, and Mancelona, all Michigan (MI0397,8,9,24,1,401,2,3,5,4,6), new system.

Call Letters

Applications

Call	*Sought by*
	New FM's
*WGHR	Southern Technical Institute, Marietta, Ga.
*WWFM	Mercer County Community College, Trenton, N.J.
KYKN	Grants Broadcasting Co, Grants, N.M.
	New AM's
WMSW	Aurora Broadcasting, Hatillo, P.R.
WDLV	107 Inc. Pinehurst, N.C.
WJIK	Francon, Inc., Camp Lejeune, N.C.
	New TV
WWSG-TV	Radio Broadcasting Co., Philadelphia
	Existing AM's
KCRI	Twin Cities Inc. West Helena, Ark.
KMFO	KKAP Broadcasting Co. Aptos-Capitola, Calif.
KNTB	Reliable Broadcasting Co., Bakersfield Calif.
WKOE	Foward of Florida, Inc., Tallahassee, Fla.
KONK	Heftel Broadcasting Corp., Honolulu, Hawaii
WPKZ	Mark Media Inc., Pickens, S.C.
KARO	Patten Communications, Vancouver, Wash.
	Existing FM's
KZRI	Twin Cities Broadcasting Inc., West Helena, Ark.
WOKG	Blue Water Broadcasting Co. Inc. Stuart, Fla
WYRQ	Little Falls Radio, Inc., Tallahasse, Fla.
WWVV	Long Branch Broadcasting Co. Inc., Long Branch, N.J.
WKJY	Williams Broadcasting Corp., Hemstead, N.Y.

Other

- FCC has proposed permitting TV broadcast stations to use subcarriers on their aural transmitters for purpoes of cuing and coordinating electronic news gathering (ENG) crews in field. Use of subcarriers was proposed by Boston Broadcasters Inc. (BBI), licensee of WCVB-TV Boston. Recognizing that there were possibly other worthwhile uses for TV aural subcarriers in addition to those proposed by BBI, FCC in 1977 issued notice of inquiry soliciting comments on diverse application of these subcarriers. Specifically mentioned were TV stereophonic sound, bilingual sound channels and augmented audio for visually impaired. Questions also were included regarding other possible uses and implementation factors such as interference, standards and equipment requirements. Ann. Nov. 27.

- FCC, in conjunction with NOAA National Weather Service (NWS) and Federal Emergency Management Agency (FEMA), has presented awards to 65 broadcast licensees commending them for voluntarily providing their time and expertise in developing Emergency Broadcast System (EBS) plan for their respective communities:
- William Sanders—Georgia Association of Broadcasters, Atlanta, Ga.
- L.M. George—WGPC(AM) Albany, Ga.
- Paul Williams—WAGQ(FM) Athens, Ga.
- Elmo Ellis—WSB(AM) Atlanta, Ga.
- James Martin—WDUN(AM) Gainesville, Ga.
- James Lawhon—WMAZ(AM) Macon, Ga.
- Mather Payne—WRGA(AM) Rome, Ga.
- Kyle Goodman—WTOC(AM) Savannah, Ga.
- Ralph Edwards—WWGS(AM) Tifton, Ga.
- W.T. Parker—WACL(AM) Waycross, Ga.
- Carleton Brown (Maine EBS Chairman)—WTVL(AM-FM) Waterville, Me.
- David Brown (Maine Assistant EBS Chairman)—WTVL(AM-FM) Waterville, Me.
- Harold Vigue—WFAU(AM) Augusta, Me.
- Walter Dickson—WABI(AM) Bangor, Me.
- Lyman Brewer—WGAN(AM) Portland, Me.
- Norman Johnson—WAGM(AM) Presque Isle, Me.
- Roger Allen (Massachusetts EBS Chairman)—WRKO(AM) Boston
- Paul Hurd—WHDH(AM) Boston
- Lad Hlavaty—WNAC(TV) Boston
- George Capalbo—WRKO(AM) Boston
- Elbridge Hooker—WBET(AM) Brockton, Mass.
- James Kontoleon—WHYN(AM) Springfield, Mass.
- Frank Estes (New Hampshire EBS Chairman)—WKXL(AM) Concord, NH.
- Richard Blais—WBRL(AM) Berlin, NH.
- Dick Osborne—WKXL(AM) Concord, NH.
- Jim Canto—WTSL(AM) Hanover, NH.
- E.H. Close—WKNH(FM) Keene, NH.
- Gary Howard—WEMJ(AM) Laconia, NH.
- Bob Connelly—WWNH(AM) Rochester, NH.
- Arthur Silver (New Jersey EBS Chairman)—NJ Broadcasters Assn. New Brunswick, N.J.
- Paul Most—WOBM(FM) Toms River, N.J.
- Tilford Carpenter (Ohio EBS Chairman)—WCOL(AM) Columbus, Ohio.
- Ray Rosenblum—WMOA(AM) Marietta, Ohio.
- David Palmer—WATH(AM) Athens, Ohio.
- William Glasser—WHBC(AM) Canton, Ohio.
- Paul Gilmor—WHBC(AM) Canton, Ohio.
- Robert Groome—WERE(AM) Cleveland, Ohio.
- Phil Gardner—WCOL(AM) Columbus, Ohio.
- Stephen Baughn—WHIO(AM) Dayton, Ohio.
- Ray Spahr—WHIO(AM) Dayton, Ohio.
- James Hartzler—WIMA(AM) Lima, Ohio.
- Gunther Meisse—WVNO-FM Mansfield, Ohio.
- Ernest Wells—WPAY(AM) Portsmouth, Ohio.
- Thomas Taylor—WLQR(FM) Toledo, Ohio.
- Thomas Young—WSPD(AM) Toledo, Ohio.
- William Bradford (Texas EBS Chairman)—KSST(AM) Sulphur Springs, Tex.
- Bill Fox—KRBC(AM) Abilene, Tex.
- Royce Bodiford—KGNC(AM) Amarillo, Tex.
- Fred Hill—KLBJ(AM) Austin, Tex.
- Steven Hicks—KLVI(AM) Beaumont, Tex.
- E.C. Stern—KEYS(AM) Corpus Christi, Tex.
- Roy Jenkins—KRLD(AM) Dallas
- Jim Arnold—KROD(AM) El Paso, Tex.
- Warren Potash—WBAP(AM) Fort Worth
- Carlos Cantu—KGBT(AM) Harlingen, Tex.
- Bob Wright—KOLO(FM) Houston
- Walter Rubens—KOBE(AM) Las Cruces, N.M.
- Gordon Thompson—KFYO(AM) Lubbock, Tex.
- Floyd Phillips—KCRS(AM) Midland, Tex.
- Gene Turney—KGKL(AM) San Angelo, Tex.
- John Barger—WOAI(AM) San Antonio, Tex.
- Don Chaney—KTBB(AM) Tyler, Tex.
- Robert Martin—KNAL(AM) Victoria, Tex.
- Jack Vinson—WACO(AM) Waco, Tex.
- Don Whan—KWFT(AM) Wichita Falls, Tex.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	185
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

C 1750-1

TV journalism in Iranian crossfire
The leaps and bounds of broadcast equipment

Broadcasting ⚡ Dec 17

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

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Season's Greetings from Group One Broadcasting

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WONE Dayton

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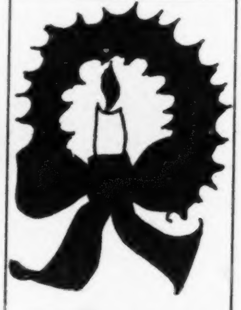
WAKR Akron

WAEZ Stereo

KBOX Dallas

KMEZ Stereo Dallas



KAZY Stereo Denver

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Broadcasting ▫ Dec 17

The Week in Brief

MEDIA CAUGHT IN THE MIDDLE □ NBC draws fire for broadcasting Iranian hostage interview/captor propaganda. The other networks, White House and Congress join in the criticism. **PAGE 27.**

NAB ALTERS STANCE □ Association's board adopts a resolution favoring radio deregulation without original endorsement of quota on nonentertainment programing. **PAGE 30.**

FCC BACK-PEDALS □ The commission is expected to approve a rulemaking this week on children's TV without the minimum-programing guidelines that the staff favored. It sets four-month period for comments. **PAGE 30.**

THE ANAHEIM ACTION □ Delegates to the Western cable show are briefed on the latest happenings on the programing, technical and regulatory fronts. There are assessments of the industry's health and a suggestion that public TV work in partnership with cable. **PAGE 31.** In a prologue to the show, Atlanta superstation owner Ted Turner offers some tongue-in-cheek commentary on the missing Satcom III. **PAGE 61.**

LOST IN SPACE □ RCA's Satcom III "disappears" six days after launch. Problems are posed for cable programers. **PAGE 32.**

FINE TUNING FOR THE 80'S □ A Special Report reviews the major technological advances of the seventies and examines the state of the art as it readies for a decade of engineering and equipment break-throughs. **PAGE 35.**

TREADING LIGHTLY IN GENEVA □ The sky didn't fall at the WARC sessions that had been billboarded as the scene of possible international confrontations. Credit goes to the quiet diplomacy of technical experts from developed countries and the political restraint on the part of the developing world. **PAGE 44.** A summary of the accomplishments at WARC. **PAGE 48.**

GANNETT DRAWS THE HOPEFUL □ The company's year-end executive meeting in Washington attracts a host of presidential candidates. They bring some complaints about lack of access to the media. **PAGE 57.**

SOBERING SENTIMENTS □ Broadcast and advertising executives gather for a conference on the outlook for the media. The consensus is that the new decade will bring substantial gains, but there are warnings of possible problems in the marketplace. **PAGE 62.**

ANA POSITION PAPER □ The association outlines its efforts to ward off government intervention, houseclean some problems in advertising and assess the impact of new technologies. **PAGE 66.**

VAN DEERLIN'S NEW BUNDLE □ The chairman of the Senate Communications Subcommittee offers two new pieces of legislation to revamp the Communications Act. They include changes for common carriers and partial lifting of Section 315 requirements. **PAGE 67.**

COURT CONFUSION □ Eight media groups urge the Supreme Court to reverse its decision in the Gannett case. They say general unsureness about the court's intention has prompted a rash of orders closing trials as well as pretrial proceedings. **PAGE 72.**

THE CHARTS IN '79 □ Disco music took American contemporary radio by storm in the year now ending. And, in country music, John Conlee was the most successful artist. BROADCASTING's annual reports on the top singles in each category start on **PAGE 73.**

THE ADRENALINE STILL FLOWS □ When Brenda Fox joined the National Association of Broadcasters, she thought she would leave when it stopped being fun. Six years later, she is still there as assistant general counsel and enjoying the action more than ever. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year, U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $36). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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pense of national spot, and might ultimately approach newspaper retail shares of 75% to 80% of revenues. Bartlett anticipates that "by 1983 local will pass 60% of our total revenues." For the next five years, he's looking for an average sales revenue increase of 13% to 14%, with costs held to 10%-11% increases and operating profit growing 12%-14%.

With TVB figures showing 1978 and 1979 as the strongest two-year growth period for the decade, Bartlett pointed to Multimedia's own statistics for that period: total television revenue up 13% in 1979, 20% in 1978, with 8% growth in national, 19% in local and 17% in network.

Recent figures show a weakness in national spot for Multimedia stations in the last quarter, up only 8% for the full quarter, 4% in December. Bartlett sees a weak first quarter in 1980, "mediocre" second, but "very strong" third and fourth, and he's projecting the year will see national up 12%, local up 16% for a 14% total gain.

On the cost side, Multimedia research shows syndication costs on the average station jumping 25% to 40%, thanks to "panic" buying in the last several years, caused by what Bartlett termed the inaccurate forecast from program experts of product shortage for 1979 through 1981. However, post-1980 he thinks syndication costs will level off at perhaps 12% annual growth, after averaging 16% from 1974 through 1980.

Bartlett called news production the second major factor in television cost increases, one that's growing 20% a year, adding 1.1% annually to total station costs, and which he said would pass syndication costs in three years.

Warner Communications' Bleier opened his talk with a challenge to the cable penetration figures presented earlier by Ewenstein. Pay service, he said, "is the engine driving cable in cities" and when cable has achieved 40 million penetration, 30 million of those homes will be taking pay, not the 16 million Ewenstein had claimed. Audiences will be fractionalized in the future, Bleier conceded, but he maintained that network television is still the only medium that is "really efficient and can intrude" where major advertisers are concerned. Brand advertising, he said, is growing faster than fractionalization, constantly adding new advertising categories to television.

While saying he remained "bullish" on networks and affiliates, Bleier observed that the competition to be first is producing a situation where the cost outweighs the price, particularly when the costs of failures have to be factored in the price of hits. Some of the programing news of the year as Bleier saw it was the decline in the potency of miniseries, and features outrating made-for-TV product. The latter, he said, offered some small potential for cost savings, with made-for-TV having a higher promotional cost, and program suppliers such as Warner now offering features at the prices of two years ago.

Luncheon sessions at the conference explored various aspects of what the future holds for the media. Philip Levine of Ogilvy & Mather premiered a new presentation by the firm that showed an America of the 80's marked by significant demographic changes, a technological "evolution" leading to increasingly complex, specialized and expensive media, and more discerning and skeptical consumers—an America in which the challenge for advertisers will be to "produce cost effective campaigns."

According to Ogilvy & Mather, America has experienced mid-decade changes in "ethos" since World War II, with the 1975-86 period one of inflation, declining confidence, and concern for the future. By the end of the next decade, the country could well have a 25% minority population, with Hispanics outnumbering blacks, according to O&M's research. At the same time, there will be a shrinking middle class, increasing economic polarization, and generally less affluent consumers.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change						Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton Corp.	9 mo. 9/30	$101,208,000	+ 29.2	$3,544,000	+ 12.8	1.34	$78,309,000	$3,140,000	1.18
Adams Russell	year 9/30/79	28,387,000	+ 17.7	1,907,000	+ 9.8	1.07	24,111,000	1,735,300	.84
Ampex	6 mos. 10/27	218,008,000	+ 20.1	17,368,000	+ 38.6	1.52	179,726,000	12,525,000	1.10
Chris Craft	year 8/31/79	105,247,000	+ 21.8	7,932,000	+ 18.9	2.03	86,395,000	6,666,000	1.28
Columbia Pictures	3 mo. 9/29	132,687,000	+ 10.9	8,967,000	− 20.0	.91	119,622,000	11,195,000	1.16
Comcast	9 mo. 9/30	15,654,000	+ 35.5	1,267,000	+ 39.3	.74	11,545,000	909,000	.56
Compact Video Systems	6 mo. 10/31	13,473,000	+164.6	934,000	+239.4	.50	5,091,000	390,000	.34
Conrac	9 mo. 9/30	100,574,000	+ 15.6	−745,000	*	−.50	86,983,000	2,906,000	1.29
Cowles Communications	9 mo. 9/30	11,532,000	+ 11.3	3,916,000	+ 13.4	.99	10,361,000	3,452,000	.87
Doyle Dane Bernbach	9 mo. 9/30	70,764,000	+ 18.8	5,063,000	+ 28.7	1.90	59,543,000	3,935,000	1.48
Foote, Cone & Belding	9 mo. 9/30	96,507,000	+ 21.3	6,675,000	+ 9.8	2.56	79,526,000	6,075,000	2.37
Fuqua Industries	9 mo. 9/30	1,548,678,000	+ 28.9	47,616,000	+118.4	3.65	1,200,638,000	21,973,000	1.66
Gray Communications	3 mo. 9/30	8,191,261	+ 66.0	680,854	+ 66.0	1.36	4,933,522	363,443	.74
Grey Advertising	9 mo. 9/30	421,584,000	+ 18.4	3,973,000	+ 25.4	6.39	356,058,000	3,168,000	5.07
Harris	3 mo. 9/28	249,008,000	+ 13.9	16,220,000	+ 19.7	.62	218,556,000	13,540,000	.54
Gulf & Western	year 7/31/79	5,268,247,000	+ 22.6	227,438,000	+ 25.9	4.62	4,311,956,000	180,516,000	3.53
Jefferson-Pilot	9 mo. 9/30	554,604,000	+ 10.2	73,322,000	+ 9.6	3.25	502,921,000	66,858,000	2.89
Marvin Josephson	3 mo. 9/30	9,065,700	− 5.2	961,100	− 62.2	.37	9,560,200	1,543,600	.61
Lee Enterprises	year 9/30/79	115,805,000	+ 10.6	15,393,000	− 3.3	2.13	104,690,000	15,914,000	2.16
LIN Broadcasting	9 mo. 9/30	41,266,000	+ 13.7	9,328,000	+ 21.8	3.39	36,288,000	7,655,000	2.74
M/A-Com	year 9/29/79	123,981,000	+ 24.8	8,366,000	+ 37.2	1.48	99,317,000	6,095,000	1.10
MCA	9 mo. 9/30	878,393,000	+ 11.5	134,257,000	+ 40.2	5.75	787,858,000	95,362,000	4.10
MCI Communications	6 mo. 9/30	63,110,000	+ 46.2	4,613,000	104.4	.09	43,166,000	2,256,000	.10
MGM	year 8/31/79	491,270,000	+ 22.3	61,601,000	+ 21.8	2.02	401,406,000	49,341,000	1.61
Movielab	9 mo. 9/29	25,010,745	+ 17.1	1,398,018	+161.9	.93	21,343,516	533,691	.37
New York Times Co.	9 mo. 9/30	468,998,000	+ 24.9	24,781,000	+ 89.6	2.09	375,392,000	13,067,000	1.11
Oak Industries	9 mo. 9/30	202,181,000	+ 47.3	7,649,000	+147.5	2.00	137,187,000	3,090,000	.96
Outlet Co.	9 mo. 10/31	204,816,000	+ 2.5	253,000	*	(.15)	199,709,000	4,093,000	1.38
Reeves Teletape	3 mo. 9/30	6,997,000	+ 30.6	303,000	+ 62.9	.13	5,354,000	186,000	.08
Sonderling	9 mo. 9/30	31,402,000	+ 4.5	2,610,000	+ 1.9	2.33	30,032,000	2,560,000	2.29
Technical Operation	year 9/30/79	136,506,000	+ 48.3	1,856,000	+ 95.7	1.32	92,017,000	949,000	.71
Tele-Communications	9 mo. 9/30	60,149,000	+ 50.3	27,844,000	+550.0	2.47	40,013,000	4,283,000	.37
Teleprompter	9 mo. 9/30	123,382,000	+ 18.2	10,790,000	+ 5.4	.64	104,321,000	10,223,000	.60
Warner Communications	9 mo. 9/30	1,238,918,000	+ 36.9	75,352,000	+ 26.4	3.66	904,427,000	59,579,000	3.01
Westinghouse Electric	9 mo. 9/30	5,291,500,000	+ 8.4	43,000,000	*	.49	4,880,600,000	168,300,000	1.94
Wrather Corp.	9 mo. 9/30	38,180,000	+ 16.8	71,000	*	.03	32,664,000	1,984,000	.86

* – Loss percent too great to be meaningful

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 3 through Dec. 7.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM application

■ Cortez, Colo.—Rex K. Jensen seeks 98.7 mhz, 100 kw, HAAT: 440 ft. Address: PO Box 8080 Missoula, Mont. Estimated construction cost: $73,200; first year operating cost: $30,069; revenue: $25,000. Format: CW. Principal: Rex K. Jensen (100%), who owns Jensen Broadcasting which has 52% interest in KDXT-FM Missoula. Jensen is GM of KDXT-FM and has 33% interept and Calnevar Broadcasting, applicant for new FM in Needles Calif., along with two brothers, Jack H. and Lamont N. Ann. Nov. 15.

FM grants

■ Montrose, Colo.—Sierra Linda Broadcasting Inc. granted CP for 96.1 mhz, 65 kw, HAAT: 1,679 ft. Address: PO Box 46, Montrose. Estimated construction cost: $112,895; first year operating cost: $25,240; revenue: $133,500. Format: Standard pops/CW. Principals: Rafael A. Gomez and Daniel R. Casias 50% each. Gomez is president of Sierra Linda Broadcasting. Casias is attorney and director of Casias Enterprises Inc., a building contractor. There are no other broadcast interests. Action, Oct. 9.

■ *Marietta, Ga.—Southern Technical Institute granted CP for 102.5 mhz, 16.5 w, HAAT: 160 ft. Address: 534 Clay, Marietta, Ga. 30060. Estimated construction cost: $3,150; first year operating cost: $6,170. Format: Educational. Principal: Southern Technical Institute, a unit of the Georgia Institute of Technology, which owns one other FM station, WREK Atlanta. Action Nov. 30.

■ *Council Bluffs, Iowa—Iowa Western Community College granted CP for 89.7 mhz, 100 kw, HAAT: 1013 ft. Address: 2700 College Rd., Council Bluffs. Estimated construction cost: $362,400; first year operating cost: $196,580. Format: Educational. Principal: Iowa Western Community College which is a public, state supported institution. There are no other broadcast interests. Action Nov. 15.

■ Wiakoa-Pulehu, Hawaii—per request of applicant Broadcast Bureau dismissed application of Communico Honi Corp. for 94.3 mhz, 10 w, HAAT 5930 ft. P.O. address: 741 Bishop St., Honolulu 96313. Estimated construction cost: $4,475; first year operating cost: $500. Revenue not given. Format: Contemporary. Applicant is wholly owned by Communico Inc., principally owned by Frederic W. Constant (61.11%), D. Scott Harrison (10.62%) and 11 others. Communico is group owner with one AM and two FM's. Action Nov. 30.

■ Butte, Mont.—Mountain Sky Broadcasting granted CP for 95.5 mhz, 50 kw, HAAT: 1780 ft. Address: 1100 Connecticut Ave. NW Washington, DC 20036. Estimated construction cost: $67,230; first quarter operating cost: $34,750; first quarter revenue: $24,000. Format: Contemporary. Principals: Jack H. Jensen and brother, Lamont N., 50% each. Along with brother Rex (who owns Jensen Broadcasting but has no partnership interest in Mountain Sky), the Jensens have interest (Jack 34% and Lamont 33%) in Calnevar Broadcasting; applicant for new FM station at Needles Calif. Lamont is salesman for IFECO, Inc., Boise, Idaho, a leasor and seller of mobile homes. Action Nov. 27.

■ *Guayama, P.R.—Ministerio Radial Cristo Viene Pronto. Inc. granted CP for 88.1 mhz, 32 kw, HAAT: −219 ft. Address: 1225 Connecticut Ave. NW Box 400 Washington, D.C. 20036. Estimated construction cost: $53,951; first year operating cost: $27,920. Format: Educational/Religious. Principals: Ministerio Radial is non-profit religious organization. Eugenio Rodriguez-Lopez (minister) is president and member, board of directors as is Juan M. Ortiz Sr. who also serves as vice president. Ortiz is president and owner of WHOY Salinas, P.R. There are no other broadcast interests. Action Oct. 5.

■ Pierre, S.D.—Broadcast Bureau granted Pierre Radio Inc. 95.3 mhz, 2.7 kw, HAAT: −197 ft. Address: Star Route 2, Box 6, Gann Valley, S.D. 57341. Estimated construction cost: $5,000; first quarter operating cost: $3,200 and revenue: $50,000. Format: contemporary. Principals: William P. Turney and his wife, Lanelle R., (85%) and Jerry L. Wooledge and his wife, Merrilie (15%). Wooledge is farmer in Gann Valley, S.D., where his wife is teacher. Action Nov. 20.

■ Crozet, Va.—Broadcast Bureau granted McClenahan Broadcasting Corp. 102.3 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 8, Crozet 22932. Estimated construction cost: $78,090; first year operating costs: $42,000; revenue: $45,000. Format: Country. Principal: W. Edward McClenahan and family. They also own WPED(AM) Crozet, Va. Action Nov. 20.

■ Worland, Wy.—KWOR Inc. granted CP for 95.9 mhz, 3 kw, HAAT: 397 ft. Address: Rt. 2, Worland 82401. Estimated construction cost: $45,027; first year operating cost: $3,600; revenue: $30,000. Principals: Tony Kehl (38.5%), president, KWOR Inc., Kermit Kath (38.5%) vice president of same and Kenneth R. Brown (23%). KWOR Inc. owns KWOR(AM) Worland. Kehl is 52% owner of KVOW(AM)-KTAL-FM Riverton, Wy., and 60% owner of KBMN(AM) Bozeman, Mont. Kath is 100% owner of KGOS(AM)-KERM-FM Torrington, Wy. and 50% owner of both KVSH(AM) Valentine and KCSR(AM) Chadron, both Nebraska. Action Oct. 9.

TV applications

■ Mobile, Ala.—Alabama Orion Inc. seeks ch. 21; ERP 1240 kw vis., 94 kw aur., HAAT: 620 ft.; ant. height above ground: 579 ft. Address: 725 S. Floyd St. Louisville, Ky. 40203. Estimated construction cost: $2,553,500 first quarter operating cost: $375,000; revenue: undetermined. Legal counsel: Covington and Burling, Washington, D.C. consulting engineer: A.D. Ring and Assoc. Principals: Jane Morton Norton, honorary chairman and principal stockholder, 48.48% outright, as well as the voting rights to deceased husband's (George N.) 42.92% which is being held in trust by Louisville, Ky. bank for deceased's daughter Mary Norton Shands, (chairman of the board of Orion) and her 3 children Jane N., Robert W. and Margaret M. Dulaney. T.B. Morton Jr., nephew of Jane M. Norton is president and 2.96% owner of Orion. Orion is licensee of WAVE-AM-TV Louisville, WFIE-TV Evansville, Ind., WFRU-TV Green Bay, Wis. and WJMN-TV Escanaba, Mich., WMT-AM-FM-TV Cedar Rapids, Iowa and 4 translator stations in Iowa and Illinois.

■ Omaha, Neb.—Katz Broadcasting Corp. of Omaha seeks ch. 15; ERP 3020 kw vis., 225 kw aur., HAAT: 1316 ft.; Address: One Dag Hammarskjold Plaza N.Y., N.Y. 10017. Estimated construction cost: $3,231,000 first quarter operating cost: $387,000; revenue undetermined. Legal counsel: Shrinsky & Eisen, P.C. Washington, D.C. Principals: The Katz Agency Inc. (100%), of which James L. Greenwald is president and chairman of the board, is a TV-radio representative with numerous broadcast interests, including WSIX-AM-FM Nashville, a spin-off purchase from the GE-Cox merger. Ann. Oct. 20.

Licenses

AM Grants

■ WKEN(AM) Dover, Del.—Granted license covering changes (BL14,484). Action Nov. 26.

Ownership changes

Applications

■ KPHX(AM) Phoenix, Ariz. (1480 khz, 1 kw)—seeks assignment of license from Riverside Amusement Park Co. Inc. to Continental Broadcasting Corp. of Ariz. Inc. for $650,000. Seller is owned by C.L. Hite. He has no broadcast interests. Buyer is owned by Jose Molina who has 50% interest in applicant for new FM in Ventura, Calif., and 5% interest in applicant to purchase UHF ch. 46 in Guasti, Calif. (See "Changing Hands," page XX).

■ WCMQ(AM) Miami, Fla. (1220 khz; 3 kw)—seeks assignment of license from Radio WCMQ Inc. to American Radio and Television Network for $3,150,000. Seller is owned by Herbert S. Dolgoff who is also selling WMCQ-FM to same buyer (see above). Buyer is principally owned by Michael F. Leone (90%) and

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

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The Week in Brief

PICKING UP THE TAB ☐ The FCC sets wheels in motion towards a reimbursement program for public participants in commission proceedings. **PAGE 19.**

ULTIMATUMS ☐ The FCC's notice of proposed rulemaking on children's TV programs offers five options for broadcasters and sets mid-summer as the deadline for comments. **PAGE 19.**

MORE FINGERS IN THE PIE ☐ The White House's Neustadt says the administration wants more diversity in broadcast ownership and favors those procedures that will increase the number of stations available. **PAGE 20.**

MORE FLAK ☐ The media, particularly television, continue to come under fire for coverage of the Iranian hostage crisis. A BROADCASTING "Perspective" assesses the charges. **PAGE 22.**

DEREGULATION INPUT ☐ In early comments to the FCC on its radio proposal, ABC asks for a definition of "public interest," citizen groups fear that easing of rules will mean public service will be ignored, and Representative Mottl contends standards are necessary. **PAGE 24.**

LONDON COMES CALLING ☐ Four executives of the BBC, in Washington for a presentation at the Kennedy Center for the Performing Arts, sat down for a Q-and-A session with BROADCASTING. From it emerges an overview of broadcasting in Great Britain and its relationship to the U.S. **PAGE 25.**

STICKING TO STORIES ☐ The FCC, the networks and other interested parties in the Carter-Mondale Committee access case submit further filings to the courts. Both sides contend they are right in fact and law. **PAGE 29.**

DEBATE LIMITS LOOSENED ☐ The Federal Election Committee proposes rules that would allow media to stage debates. Some broadcasters continue to object to the FEC's authority over them. **PAGE 30.**

GINSBURG TO APPEALS COURT ☐ Carter selects a well-known advocate of women's rights to fill a vacancy on the Washington bench. **PAGE 31.**

DON'T SEND IT BACK ☐ Tandem Productions and a Hollywood group urge the San Francisco appeals court not to return the family-viewing case to the FCC for further input. **PAGE 32.**

SEE-SAWING ☐ The race between ABC-TV and CBS-TV for prime-time leadership finds ABC-TV back in first place for the week that ended Dec. 16. **PAGE 33.**

LIFE AFTER SATCOM III ☐ RCA reassures its cable-television customers that if the missing satellite is not found, they still will be served somehow. **PAGE 38.**

LOOKING SKYWARD ☐ Scientific-Atlanta reports that its business is booming and promises to get even better for the Georgia equipment maker. A confident Topol discusses how satellites are revolutionizing communications. **PAGE 41.**

NEWS WATCHING INCREASES ☐ Nielsen statistics show that audiences for network early-evening newscasts are up 13% from a year ago. **PAGE 43.**

LANDSBURG: PRACTICAL PRO ☐ Alan Landsburg has made more than his share of memorable television shows since started learning the mechanics of the business at Wolper Productions in the early 1960's. Now chairman of Alan Landsburg Productions, he continues to produce successes that come from his penchant for knowing what sells. **PAGE 65.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery, $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50. *Cable Sourcebook* $20. *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeub Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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(BAL790919EQ). Action Nov. 30.

■ KSTB(AM) Breckenridge, Tex. (1430 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Regal Broadcasting Corp. to Bintz Enterprises for $305,000. Seller is principally owned by V. A. Moser, who has no other broadcast interests. Buyer is owned by James Bintz, who owns chain of convenience stores in western Texas. He has no other broadcast interests. (BAL791002HX). Nov. 30.

■ KLIF(AM) Dallas (1190 khz, 50 kw-D, 5 kw-N)—Broadcast Bureau granted assignment of license from Fairchild KLIF Inc. to Susquehanna Broadcasting Co. for $4.25 million. Seller is subsidiary of Fairchild Industries, Germantown, Md., publicily traded aerospace manufacturer. Edward G. Uhl is chairman; John Dealy is president. Buyer is group broadcaster with six AM's, one TV and six FM's, including KPLX(FM) Fort Worth Tex. It is owned by Louis J. Appell Jr. and family. (BAL791005ER). Action Dec. 10.

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UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses

Facilities Changes

Grants

■ WGRK-FM, Greensburg, Ky.—Granted CP to increase ERP: 2 kw (H&V); ant. height: 370 ft. (H&V); make changes in ant. sys. (BPH790601AG). Action Dec. 6.

■ WVCA-FM, Gloucester, Mass.—Granted CP to change TL to Kondelin Rd. in Cape Ann Park, Gloucester, Mass; change type ant. and increase ERP: 3 kw (H); increase ant. height: 260 ft. (H) (BPH-790108AP) Action Dec. 7.

■ KICJ(FM), Bayard, N.M.—Granted mod of CP to change TL to 8½ miles NW of Bayard; install new ant; increase ERP: .180 kw (H&V) and ant. height: 1000 ft. (H&V) (BMPH790228AL). Action Dec. 6.

■ Radio Broadcasting Co., Philadelphia, PA.,—Granted mod. of CP to change ERP: 269 kw; change TL to Umbria and Paoli Aves., Philadelphia; change SL to Presidential Blvd. & Winding Dr., Philadelphia; change type trans. and ant. height: 1160 ft. (BMPCT790803KH). Action Nov. 29.

■ KTXT-TV Lubbock, Tex.—Granted CP to change ERP: 63.1 kw; ant. height: 740 ft. (BPET790226KH) Action Nov. 27.

Applications

■ KUCB(AM) Tucson, Ariz. seeks CP to make changes in ant. sys. increase height of tower. Ann. Dec. 11.

■ WIVQ(FM) Peru, Ill.—seeks CP to make changes in ant. sys.; change TL to: 2 mi. S. of Peru, E. of County Rd. 16, Near Peru, Ill.; change type trans.; change type ant. (Collins G5CPM-2E, 2 sects. circular polarized); change ERP: 0.998kw (H&V); increase HAAT: 464' (H&V) & chg. TPO. 41° 17' 32" 89° 07' 58". Ann. Dec. 11.

■ WLJC(FM) Beattyville, Ky.—Seeks CP to utilize former main trans. & ant. as aux. ant. Ann. Dec. 11.

■ KLFB(AM) Lubbock, Tex.—Seeks Mod. of CP (BP-781205AE) to change TL to: Near VFW Highway and 82nd St., Lubbock, Tex. Ann. Dec. 11.

In Contest

FCC Decision

■ FCC has denied a petition filed by Robert E. Jacobson, coordinator for California Friends of Public Broadcasting, requesting reconsideration of June 20 action renewing license of noncommercial educational TV station KCET (Ch. 28) at Los Angeles. KCET is licensed to Community Television of Southern California (CTSC). FCC noted it had considered the group's petition to deny as informal objection, denied it and renewed KCET's license after concluding that rules neither prohibited way CTSC selected its directors, nor limited salaries that noncommercial educational stations could pay corporate officers and managerial staff. As for programing, FCC said group had submitted no specific facts connecting percentage of local programing with any failure to serve local needs or interests; nor had they shown that any local needs and interests had not been met. FCC said it had found no evidence of overt employment discrimination against Latinos and women, nor that an interview with an Arco representative involved a controversial issue of public importance where CSTC failed to provide an opportunity for presentation of contrasting views. Action Dec. 4.

Procedural Rulings

■ Dewitt, Ariz. (Dewitt Broadcasting Co., Inc. (KDEW-AM-FM)) **Renewal Proceeding.** (BC Docs. 79247-48)—ALJ Frederick J. Coufal set procedural schedule, including Feb. 26 for hearing at 10:00 A.M. in or near DeWitt. Action Dec. 5.

■ Oakland, Calif. (Rodney R. Thibodeaux) **Revocation proceeding:** (PR Doc. 79-319)—Chief ALJ Lenore G. Ehrig designated ALJ John M. Frysiak as presiding judge and scheduled prehearing conference and hearing for Jan. 8, 1980 at 10:00 A.M. in or near Oakland. Action Dec. 3.

■ Clovis and Visalia, Calif. (Golden-Door Properties, Ltd.,) **TV Proceeding:** (RM-3516)—Policy and Rules Division extended through Jan. 7, 1980 the time for filing replies to oppositions to petition for rulemaking proposing deletion of TV Ch. 43, reserved for noncommercial educational use at Visalia, and its reassignment to Clovis, for commercial use (amendment of Section 73.606(b), Television Table of Assignments) (by Order Extending Time). Action Dec. 10.

■ Seaford, Del. (Seaford Television Co. and URC Management Services Corp.) **TV Proceeding:** (BC Docs. 79-297-98)—ALJ Joseph Chachkin granted to limited extent motion by Seaford and ordered that the Powley depositions will be taken in Altoona, Pa., and URC will not be precluded from inquiring into statements made by Powleys to citizens of Del. about STC's proposal; granted joint petition for leave to intervene. Actions Dec. 4 and 6.

■ Avon Park, Fla. (Charles A. Esposito and Highlands Ridge, Inc.) **FM Proceeding.** (BC Doc. 79-84-85)—ALJ Frederick J. Coufal at the request of Broadcast Bureau, extended the time for all parties to submit proposed findings of fact and conclusions of law to Dec. 17, and replies to Jan. 4, 1980. Action Dec. 6.

■ Flemingsburg, Ky. (Fleming County Broadcasting, Inc. and Flemingsburg Broadcasting Co., Inc.) **AM Proceeding:** (BC Docs: 79-278-79)—ALJ Frederic J. Coufal set procedural schedule governing the proceeding, including hearing for March 11, 1980 at 10:00 A.M., in Wash. D.C. Action Dec. 5.

■ Boston, Mass. (RKO General, Inc. WNAC-TV et al.) **TV Proceeding:** (Docs. 18759-61)—Office of Opinions and Review granted petition by The Dudley Station Corp. and amended its application to reflect Dudley's current address, issuance of new shares of Class B common stock and stockholdings of Dudley stockholders, and required information relating to certain new shareholders. Action Dec. 4.

■ Jackson, Miss. (Civic Communications Corp. et al) **TV Proceeding:** (79M-1457)—Chief ALJ Lenore G. Ehrig has ended 25-year-old WLBT-TV, Ch. 3, Jackson, Miss., television proceeding by approving a settlement agreement and merger of four of five competing applicants for new station on Ch. 3, and awarding license to black-controlled (51 percent) TV-3, Inc. Aaron Henry, president of Mississippi Chapter of NAACP will chair eight member board of directors of TV-3, Inc. Board will be made up of directors from competing applicants—three from Civic Communications Corp., two from Dixie National Broadcasting Corp.; and one each from Jackson Television, Inc. and Channel 3, Inc. Stockholders will elect eighth director. Lamar Life Broadcasting Co., former licensee of Ch. 3 and competing applicant, is not part of merged corporation. Action Nov. 30.

■ Omaha, Neb. (Webster-Baker Broadcasting Co. et al.) **AM and FM Proceeding:** (BC Docs. 78-337-39)—ALJ Frederick J. Coufal granted petition by Omaha Broadcasting Serivce Co. and amended its application to increase number of authorized shares and to submit new subscription agreements executed by Omaha stockholders. Action Dec. 5.

■ Lincoln, N.D. (KBMR Radio, Inc.) **AM Proceeding.** (BC Doc. 79-253)—ALJ John M. Frysiak granted motion by KBMR and extended through Jan. 11, 1980, time to respond to Bismark-Mandan Communications, Inc.'s motion for production of documents and its first set of interrogatories. Action Dec. 5.

■ Cincinnati, Ohio (John V. Walker) **Revocation Proceeding:** (PR Doc. 79-320)—Chief ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge and scheduled prehearing conference and hearing for Jan. 17, 1980 at 10:00 A.M., in or near Cincinnati. Action Dec. 4.

■ Springfield, Ore. **TV Proceeding:** Broadcast Bureau denied motion by Community Vision Systems, Inc. to dismiss Springfield Broadcasting Associates' application for CP for new TV station to operate on Ch. 16, Springfield, on the grounds that it was not substantially complete; and ordered that Springfield's application will be accepted for filing at the appropriate time (ARN790507KK). Action Nov. 19.

■ Corpus Christi, Tex. (KUNO FM, Inc. et al.) **FM Proceeding:** (BC Docs 79-223-26)—ALJ John M. Frysiak scheduled further-prehearing conference for Jan. 15, 1980 at 10:00 A.M. and continued without date hearing scheduled for Jan. 8. Action Jan. 6.

■ Laredo, Tex. (Radio Laredo, Inc. and Laredo Broadcasting Co., Inc.) **FM Proceeding:** (BC Docs. 79-316-17)—Chief ALJ Lenore Ehrig designated ALJ Joseph Stirmer as presiding judge; scheduled prehearing conference for Feb. 4, 1980 at 10:00 A.M. and hearing for March 3, 1980 at 10:00 A.M., in Wash. D.C. Action Dec. 4.

Allocations

Applications

■ Anchorage, Alaska—Alaska Public Broadcasting Commission requests amendment of sections 73.220(b) & 73.603(b) of the Commission's rules regarding the allocation and assignment of FM and TV broadcast channels in Alaska. Ann. Dec. 12.

■ Houston—Entertainment Communications Inc. requests amendment FM Table of Assignments to assign Ch. 292A to Lockhart, Tex.; substitute Ch. 296A for 292A at Gonzales, Tex. Ann. Dec. 12.

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KSTP-TV's Eyewitness News went halfway around the world to get this Twin Cities Thanksgiving Story.

For 4 long years, two Vietnamese sons waited in Minnesota ... waited for their family to find some way to join them.

A team of KSTP-TV Eyewitness News people went to Indochina to follow this family of "Boat People" through the arduous ordeal of refugees immigrating to this country.

And Channel 5 was on hand to help Ly Van Le celebrate a true Thanksgiving, the reunion of his entire family in their new homeland, the Twin Cities of America.

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The Week in Brief

WEATHERING THE STORM ☐ Economist Richard P. Doherty analyzes the anticipated recession and how it can affect radio and television in 1980. **PAGE 27.**

WINNER IN THE MARKETS ☐ ABC-TV, though upset by CBS-TV in national ratings during the November prime-time sweeps, finds its affiliates are victorious in the local Arbitron numbers. **PAGE 27.**

SEARS AND COMSAT ☐ That partnership is discussed as a joint venture for satellite-to-home broadcast service. **PAGE 28.**

PERTSCHUK DEALT IN AGAIN ☐ An appeals court rules that the FTC chairman should not have been disqualified from the commission's inquiry into children's advertising. **PAGE 30.**

MAKERS AND SHAKERS IN THE 70'S ☐ Here are some of the names that figured prominently in the communications media happenings of the past decade. **PAGE 32.**

THE BIG ONES ☐ A BROADCASTING special report again offers a look at the publicly owned companies that are doing business in broadcasting and its allied fields. From top-ranked General Electric to number-100 Kansas State Network, each organization's composition and financial condition are explained. **PAGE 35.**

FCC ACCUSED OF NO-PEEK ☐ The Office of Communications of the United Church of Christ takes the FCC to court, alleging the commission refused to release data pertaining to radio deregulation. And a New York court judge issues a show-cause order to force the commission's hand. **PAGES 30 and 87.**

EFFECT OF BIG ON SMALL ☐ The rash of mergers prompts LaFalce's House subcommittee to schedule hearings on possible harm from media concentration. **PAGE 88.**

TO UNLOAD OR RELOAD ☐ Those five remaining "egregious" crossowners resort to different tactics in the face of the FCC's divestiture order. Three indicate they'll fight the directive. **PAGE 88.**

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SAMPLING THE WARES ☐ A program fair in San Francisco will permit PBS member stations to more effectively indicate what they want to buy later from the system's cooperative. **PAGE 94.**

CRIMP IN IOWA DEBATES ☐ Carter, Kennedy and Brown pull out. The Republicans go on, but the television networks decline live coverage. **PAGE 96.**

TOUCH AND GO IN IRAN ☐ ABC's Bob Dyk, the first TV reporter in Iran, talks about the right decisions and some good luck that paid off when the hostage crisis erupted. **PAGE 96.**

THE YEAR THAT WAS ☐ BROADCASTING looks back at persons, places and issues that affected electronics communications during 1979. **PAGE 98.**

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ZWORYKIN: 'FATHER OF ELECTRONIC TV' ☐ Seventy years ago, as a student at the Petrograd Institute of Technology, Vladimir Zworykin assisted his professor in experiments on the transmission of pictures by wire. It was the beginning of a long and illustrious career for Dr. Zworykin, now honorary vice president and technical consultant to RCA, the beneficiary of his genius for more than 50 years. **PAGE 129.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $55.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Vol. 98 No. 1

Weakened ABC still reigns in top 100

November sweeps show network ahead in 48 ADI's, but audience losses are counted in 80

ABC-TV, upset by CBS-TV in the national ratings for the November prime-time sweeps (BROADCASTING, Dec. 3, 1979), pulled out a victory after all. An analysis of Arbitron reports for the top 100 markets showed that ABC affiliates in those markets delivered 13,185,000 homes per average minute, 6% more than CBS affiliates' 12,468,000 homes and 21% more than NBC stations' 10,941,000.

The analysis was prepared by ABC researchers but was not challenged by CBS research authorities. Indeed, CBS's own estimates for all continental U.S. markets also gave ABC an edge.

The results seemed to justify ABC leadership's private insistence that, though statistically the odds were against it, loss in the national ratings during the sweep period did not necessarily mean loss on a local basis ("Closed Circuit," Dec. 10, 1979). In the national ratings CBS led by four-tenths of a point, 20.0 to 19.6.

In the top 100 markets, the ABC analysis showed first place was taken by ABC affiliates in 48 markets, by CBS affiliates in 41 and by NBC affiliates in 15. These counts include first-place ties.

In the top 12 markets, according to the ABC report, ABC affiliates were first in 11 and a CBS affiliate in one (Washington); in the top 25, ABC stations were first in 18

Here's how the November sweeps came out in the top 100 markets, as compiled by ABC researchers from Arbitron market reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show percentage of change from November 1978 sweep results. ABC researchers said the household figures are Arbitron's "pure" network averages, covering the hours from 7:30 to 11 p.m. NYT Monday through Saturday and from 6 to 11 p.m. Sunday but excluding all access programs or other local programing presented during those hours. The sweep period was Oct. 31 to Nov. 27, 1979. NC indicates no change from 1978; a dash (--) indicates no primary affiliate in the market.

	ABC		**CBS**		**NBC**	
	HH	**% change**	**HH**	**% change**	**HH**	**% change**
1. New York	**1324**	−6	1211	+13	1030	−2
2. Los Angeles	**753**	−13	554	+10	537	−17
3. Chicago	**586**	−8	522	+11	450	+1
4. Philadelphia	**612**	−1	404	−6	324	−11
5. San Francisco	**343**	−10	277	+6	215	−14
6. Boston	**343**	−4	296	−1	279	−6
7. Detroit	**358**	−5	321	+4	286	−4
8. Washington	244	−16	**247**	+9	192	−10
9. Cleveland	**326**	−7	256	+9	229	+4
10. Dallas	**262**	NC	237	+8	197	+10
11. Pittsburgh	**292**	−10	252	+11	166	−3
12. Houston	**240**	+1	204	+23	199	+12
13. Minneapolis-St. Paul	189	−7	**193**	+19	135	−19
14. St. Louis	182	−8	**199**	+8	156	−6
15. Miami-Ft. Lauderdale	177	−10	**185**	−9	164	+10
16. Atlanta	166	−3	**193**	+16	177	+5
17. Seattle-Tacoma	**187**	−19	134	+12	141	+4
18. Tampa-St. Petersburg, Fla.	139	+9	**199**	+9	152	+3
19. Baltimore	**183**	−14	173	+7	151	+3
20. Hartford-New Haven, Conn.	177	−6	**181**	−7	56	−12
21. Denver	**169**	−12	133	+17	131	+3
22. Indianapolis	**152**	−3	142	+12	125	−10
23. Sacramento-Stockton, Calif.	**154**	−6	117	+10	120	−3
24. Portland, Ore.	**132**	−8	131	+11	103	−3
25. San Diego	**133**	−9	109	+21	75	+1
26. Milwaukee	**135**	−3	131	+17	118	+4
27. Kansas City, Mo.	**137**	−9	**137**	+15	111	−14
28. Cincinnati	136	−6	**139**	+17	109	−4
29. Buffalo, N.Y.	**132**	−4	121	+15	107	+6
30. Nashville	94	−13	**141**	+13	128	+3
31. Phoenix	**113**	−9	106	+16	87	−9
32. Charlotte, N.C.	110	+6	**138**	+13	46	+5
33. Memphis	96	−2	**121**	+7	95	NC
34. New Orleans	116	−2	**138**	+10	94	−4
35. Columbus, Ohio	125	−14	**126**	+5	102	+10
36. Greenville-Spartanburg, S.C. Asheville, N.C.	93	−13	103	+10	**115**	+5
37. Grand Rapids-Kalamazoo-Battle Creek, Mich.	**102**	−12	93	+11	86	NC
38. Providence, R.I.	**119**	−10	79	+13	114	−3
39. Oklahoma City	91	−19	94	+6	**95**	−11
40. Orlando-Daytona Beach, Fla.	**103**	−10	92	+5	87	+1
41. Charleston-Huntington, W.Va.	75	−10	93	+22	**116**	−7
42. Raleigh-Durham, N.C.	**107**	−4	106	+10	30	+25
43. Louisville, Ky.	70	−4	**105**	+15	103	+7
44. Dayton, Ohio	79	−12	**111**	+2	76	−8
45. Harrisburg-York-Lancaster-Lebanon, Pa.	63	−17	76	+3	**91**	−1
46. Norfolk-Hampton-Newport News-Portsmouth, Va.	**96**	+3	**96**	+7	77	+13
47. Salt Lake City	**96**	−9	91	+10	82	−6

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
48. Albany-Schenectady, Troy, N.Y.	**98**	+1	80	+18	91	−2
49. Birmingham, Ala.	**139**	−1	47	+31	100	+9
50. Wilkes Barre-Scranton, Pa.	**103**	−11	69	+6	86	+6
51. San Antonio, Tex.	**97**	NC	93	+2	74	−1
52. Flint-Saginaw-Bay City, Mich.	**106**	−6	44	+13	97	+10
53. Greensboro-Winston Salem-High Point, N.C.	**96**	−6	91	+18	79	−4
54. Wichita-Hutchinson, Kan.	71	−14	**78**	+15	74	−5
55. Little Rock, Ark.	**101**	+5	77	+18	82	+3
56. Toledo, Ohio	74	−10	**85**	−5	83	+4
57. Tulsa, Okla.	**91**	−9	80	+14	63	+9
58. Shreveport, La.-Texarkana, Tex.	69	−13	**87**	+6	58	−2
59. Knoxville, Tenn.	69	+77	**98**	+16	41	−52
60. Mobile, Ala.- Pensacola, Fla.	66	−12	**89**	+11	56	−14
61. Lynchburg-Roanoke, VA.	39	−22	**75**	+1	60	+18
62. Des Moines, Iowa	64	−4	**79**	+7	60	−5
63. Syracuse, N.Y.	64	−19	**84**	NC	80	+3
64. Richmond, Va.	69	+8	**92**	+18	61	+3
65. Omaha	**89**	−13	72	+3	70	+8
66. Jacksonville, Fla.	44	−8	**85**	NC	62	−3
67. Green Bay, Wis.	**73**	−10	69	+5	72	+4
68. Rochester, NY.	71	−13	**74**	+7	56	−7
69. Fresno, Calif.	**54**	−7	51	+13	47	−6
70. Davenport, Iowa-Rock Island-Moline, Ill.	59	−11	**62**	+13	59	−9
71. Chattanooga	55	−13	55	+15	**66**	+6
72. Springfield-Decatur-Champaign, Ill.	55	+12	**62**	−3	57	−8
73. Spokane, Wash.	**54**	−17	51	+4	51	NC
74. Portland-Poland Springs, Me.	52	−5	46	+12	**58**	+7
75. Albuquerque, N.M.	**78**	+5	51	+21	46	−2
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	37	−10	**72**	+4	66	+10
77. West Palm Beach, Fla.	38	−16	–	–	**53**	+2
78. Johnstown-Altoona, Pa.	7	−61	61	+15	**81**	+4
79. Cedar Rapids-Waterloo, Iowa	**61**	−16	54	+10	**61**	+15
80. Jackson, Miss.	35	−5	48	−8	**58**	+2
81. Youngstown, Ohio	51	−23	**60**	+22	47	−2
82. South Bend-Elkhart, Ind.	51	−6	**55**	+15	53	+10
83. Springfield, Mo.	21	−9	55	+25	**69**	+5
84. Kingsport-Johnson City, Tenn.-Bristol, Va.	24	−27	53	+15	**70**	+19
85. Lincoln-Hastings, Kearny, Neb.	38	−12	**59**	+20	17	+6
86. Springfield, Mass.	**68**	+10	–	–	50	+11
87. Peoria, Ill.	49	−8	47	+31	**50**	+9
88. Evansville, Ind.	**60**	NC	39	+5	38	+6
89. Lexington, Ky.	40	−11	**56**	+19	53	+13
90. Tucson, Ariz.	**44**	−4	36	+6	37	NC
91. Lansing, Mich.	–	–	**68**	+31	41	NC
92. Baton Rouge	**68**	+8	57	+24	28	−12
93. Fargo, N.D.	34	+6	**38**	NC	**38**	−7
94. Fort Wayne, Ind.	41	−16	**42**	+11	35	−8
95. Sioux Falls-Mitchell, S.D.	19	−10	**65**	+18	47	+31
96. Huntsville-Decatur, Florence, Ala.	**50**	NC	49	−4	42	+17
97. Columbia, S.C.	23	−18	21	−16	**67**	+12
98. Burlington, Vt.-Plattsburgh, N.Y.	18	−5	**52**	+6	28	NC
99. Austin, Tex.	42	+5	**48**	+2	29	+12
100. Waco-Temple, Tex.	**53**	+6	–	–	35	NC

Broadcasting ■ Business Index

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Acton **72** Adams-Russell **96** Affiliated Publications **63** American Broadcasting Companies **18** American Express **8** American Family **48** Ampex **43** Arvin Industries **39** BBDO International **70** John Blair **62** Burnup & Sims **67** Capital Cities Communications **45** CBS **10** Cetec **86** Charter **11** Chris-Craft Industries **78** Cohu **98** Columbia Pictures Industries **37** Comcast **99** Communications Satellite **57** Conrac **71** Cox Broadcasting **55** Walt Disney Productions **31** Doyle Dane Bernbach **79** Dun & Bradstreet **27** Eastman Kodak **2** Fairchild **34** Farinon **81** Filmways **66** Foote, Cone & Belding **75** Fuqua Industries **17** Gannett **25** General Electric **1** General Instrument **35** General Tire & Rubber **15** Gray Communications **97** Grey Advertising **82** Gulf & Western Industries **6** Gulf United **42** Harris **24** Harte-Hanks Communications **59** Interpublic Group of Companies **49** Jefferson Pilot **30** Marvin Josephson & Associates **92** Kansas State Network **100** Knight-Ridder Newspapers **26** Lee Enterprises **76** Liberty **54** LIN Broadcasting **87** M/A-Com **74** MCA **22** McGraw-Hill **28** MCI Communications **77** Media General **53** Meredith **50** Metro-Goldwyn-Mayer **41** Metromedia **44** Motorola **13** Movielab **95** Multimedia **73** New York Times **38** A. C. Nielsen **46** North American Philips **14** Oak Industries **56** Ogilvy & Mather **60** Outlet **51** Post Corp. **85** RCA **3** Rockwell International **5** Rollins **47** San Juan Racing Association **89** Schering-Plough **21** Scientific-Atlanta **68** Scripps-Howard **84** Sonderling Broadcasting **90** Sony **12** Storer Broadcasting **64** Taft Broadcasting **61** Technical Operations **69** Tektronix **29** Tele-Communications **83** Teleprompter **65** J. Walter Thompson **58** 3M **7** Time **16** Times-Mirror **20** Transamerica **9** Turner Broadcasting **93** 20th Century-Fox **36** UA-Columbia Cablevision **91** United Cable Television **94** Varian Associates **40** Viacom International **80** Warner Communications **19** Washington Post **32** Western Union **33** Westinghouse Electric **4** Wometco Enterprises **52** Wrather **88** Zenith **23**

Earnings jump nearly 35% for top 100 companies

Despite inflation, soaring costs and the shadow of a recession, the 100 largest publicly owned companies in broadcasting and related fields came out of the 1970's on a positive and upbeat note.

BROADCASTING's survey and analysis found that for the four quarters that generally ended Sept. 30, 1979, combined revenues from communications and noncommunications interests of that top 100 amounted to $121,750,948,000—18% more than the total for the preceding four quarters (through the third quarter of 1978).

The 34.8% gain in net earnings was even more impressive. The top 100 reported $8,305,230,299 for the four quarters that ran through the third quarter of 1979. In the preceding four quarters, total profits were $6,161,115,642.

The report and ranking of the principal public companies with electronics communications interests was first done 18 months ago (BROADCASTING, June 26, 1978). The basic universe is drawn from BROADCASTING's "Stock Index" (see page 127) which reports weekly on the market activity of 131 companies that have identifiable interests in broadcasting and allied fields.

However, it should be noted that the top 100 do not include a number of sizable communications firms that are privately held and do not necessarily divulge their financial conditions. Excluded therefore are such companies as Amway Corp., The Tribune Co., Oklahoma Publishing Co. (Gaylord Broadcasting), Park Communications and Ziff-Davis.

As it did in the previous survey, General Electric again leads the rankings with more than $21.7 billion in gross revenues and nearly $1.39 billion in net earnings during the more recent surveyed four quarters.

Though a proportionately small percent of GE's revenues and profits are attributable to its broadcasting, cable and manufacturing divisions, broadcasting is slated to become a larger part of the balance sheet. That should come with the completion of GE's projected acquisition of Cox Broadcasting (see page 54).

American Express Co. became a member of the top 100 as 1979 came to a close. Warner Amex Communications Inc. was officially born with the completion of American Express's 50% purchase of Warner Communications' cable-television subsidiary for $175 million (see page 38).

American Express thus becomes the number-eight company on the top 100.

Also new and near the top of the list is the Charter Co., a holding company with principal interests in the petroleum industry, but operating in the insurance and communications fields (its Chartcom Inc. subsidiary includes Charter Broadcasting Co.'s five radio stations). Charter's nonbroadcast interests, particularly its 1979 acquisition of Carey Energy Corp., were responsible for its becoming number 11 in the top 100 (see page 43).

Others new to the list are Gulf United Corp. (41st), American Family Corp. (48th), Affiliated Publications (63d), United Television Cable Corp. (93d) and Gray Communications (96th).

The biggest departure from the top-100 ranking is scheduled to be Fuqua Industries Inc., which last fall announced its intention to sell off its television and radio

		Gross Revenues		
Rank	Company	Four quarters through third quarter of 1979	Four quarters through third quarter of 1978	% change
1.	General Electric Co.	**$21,732,700,000**	$18,970,000,000	+14.5
2.	Eastman Kodak Co.	**7,758,562,000**	6,576,248,000	+17.9
3.	RCA Corp.	**7,323,100,000**	6,408,300,000	+14.2
4.	Westinghouse Electric Corp.	**7,074,200,000**	6,543,464,000	+8.1
5.	Rockwell International Corp.	**6,254,600,000**	5,384,600,000	+16.2
6.	Gulf + Western Industries Inc.	**5,288,247,000**	4,311,956,000	+22.6
7.	3M Co.	**5,261,745,000**	4,481,282,000	+17.4
8.	American Express	**4,515,930,000**	3,921,578,000	+15.1
9.	Transamerica Corp.	**3,888,296,000**	3,436,146,000	+13.1
10.	CBS Inc.	**3,607,356,000**	3,150,163,000	+14.5
11.	The Charter Co.	**3,541,067,000**	1,858,004,000	+90.6
12.	Sony Corp.	**2,690,000,000**	2,240,000,000	+20.0
13.	Motorola Inc.	**2,585,579,000**	2,109,451,000	+22.6
14.	North American Philips Co.	**2,355,858,000**	2,107,663,000	+11.7
15.	General Tire & Rubber Co.	**2,331,101,000**	2,153,947,000	+8.2
16.	Time Inc.	**2,329,075,000**	1,523,100,000	+52.9
17.	Fuqua Industries	**1,990,404,000**	1,379,354,000	+44.3
18.	American Broadcasting Companies Inc.	**1,946,038,000**	1,740,159,000	+11.8
19.	Warner Communications Inc.	**1,643,910,000**	1,302,326,000	+26.2
20.	Times-Mirror Co.	**1,566,266,000**	1,378,210,000	+13.6
21.	Schering-Plough Corp.	**1,370,976,000**	1,067,668,000	+28.4
22.	MCA Inc.	**1,211,179,000**	854,735,000	+41.7
23.	Zenith Radio Corp.	**1,030,600,000**	967,000,000	+ 6.5
24.	Harris Corp.	**1,012,563,000**	904,232,000	+12.0
25.	Gannett Co. Inc.	**972,601,000**	755,526,000	+28.7

properties. Fuqua said it was dissatisfied with the return on the capital investment on that division (see page 50).

Of those companies listed in the broadcasting category of the "Stock Index," CBS (10th) and ABC (18th) are dominant.

Cablecasting's star continued to glow even brighter in 1979.

Nine of the companies carried in the cablecasting category of the "Stock Index" and represented in the top 100 had total gross revenues of $3.5 billion in the four quarters that ended in the third quarter of 1979. That was 40.3% more than in the preceding four quarters when revenues were $2.5 billion.

Net earnings for those nine companies were $260.2 million in the more recent four quarters, up 53.1% from the preceding four quarters' profit of $175.7 million.

Following, in alphabetical order, are capsule summaries of who the top 100 are, what they do and how well. In the chart below and on subsequent pages, revenues and earnings listed do not necessary represent the individual company's fiscal year. Rather, they show performance for four quarters through the third quarter of 1979, with comparison to the preceding four quarters.

72

Acton Corp. □ *Samuel J. Philips, president and chairman.*

Revenues for 1979 were $128,887,000 for the Acton Corp.; an increase of 23% over the year before. This improvement is the result of new acquisitions in both food and communications divisions, as noted in the quarterly report. Although revenues were up for the year, the net earnings, at $5,287,000 showed a slight decrease (3%). The sale of CATV systems in both '78 and '79, with over 40,000 subscribers in all, accounts for most of the loss.

Acton Corp. has two major areas of concentration (1) communications and (2) the snack food industry. Within the former division, cable television and telephone interconnect are the significant operations. Acton now owns an 80% or greater interest in 31 joint CATV ventures with 16,000 subscribers. Acton also manages nine systems in four states in which negotiations are continuing for similar joint venture agreements. Most recently, ownership agreements have been completed covering 42 undeveloped cable television systems in eight states. Another acquisition for the communications division is WQQW(AM) Waterbury, Conn., which was purchased during the second quarter of 1979.

96

Adams-Russell Co. □ *Gerald J. Adams, president.*

Adams-Russell Co. makes high technology microwave and digital products and operates CATV systems in the northeast and central U.S., and a television station in Youngstown, Ohio. In the last fiscal year, the company saw a 17% jump in revenues, to $28,387,000, and a 66% rise in net earnings, to $1,907,000. During the same period, earnings per share rose to $1.07, after a 40% stock distribution in October.

During the year, the company's high-technology electronic products group and its cable group both contributed to the increase in sales, with electronic products accounting for $18,814,500 and telecommunications $9,572,500. Television revenue moved upwards, and the addition of pay cable in its Massachusetts systems also put some pluses on the balance sheet. The telecommunications group also has cable systems in New York, Maine, Arkansas and Missouri, with just one system (in Missouri) without the pay cable option.

63

Affiliated Publications Inc. □ *William Davis Taylor, chairman; John I. Taylor, president.*

Boston-based API has been strengthening its hand in broadcasting. Formed in 1973, the company had been best known as the publisher of the *Boston Globe* and *Boston Sunday Globe*. However, early last year the company's executive vice president, William O. Taylor, announced an API plan to expand in radio.

To its original complement of WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati, it has since added KRAK-AM-FM Sacramento, Calif.; KMPS-AM-FM Seattle, and subject to FCC approval, WHYN-AM-FM Springfield, Mass.

API, which also has newspaper distributing companies and a market research firm, last month said it had agreed to sell its other newspaper, the *North Adam* (Mass.) *Transcript* (BROADCASTING, Dec. 17, 1979).

API revenues for the four quarters prior to Sept. 30, 1979, were $180.4 million, 19% more than in the preceding four quarters. Earnings in those four quarters were $10.4 million, 30% better than in the comparable preceding period.

18

American Broadcasting Companies □ *Leonard H. Goldenson, chairman and chief executive; Elton H. Rule, president and chief operating officer.*

ABC, its balance sheet buoyed by ABC-TV's rise to leadership in prime-time ratings and to leadership or strong contention in other dayparts, has been getting rid of unprofitable—or marginally profitable—nonbroadcast operations and expanding in the publishing field. The net result is that broadcasting has become even more dominant, accounting in 1978 for 87% of its all-time-high revenues and enough operating profits to take up the slack from losing operations and still reach a new ABC high.

ABC's net earnings climbed 27.98% on an 11.83% rise in revenues in the 12 months ended Sept. 30, 1979. Earnings were $159,870,000, revenues $1,946,038,000. Earnings per share were $5.71.

Among the properties disposed of were ABC's theater interests, sold in late 1978 for $50 million; ABC Record and Tape Sales Corp., whose 1978 disposition was at a low estimated at $13 million before taxes; Historic Smithville Inns Inc., sold in May 1979 for $15 million and the assumption of notes, representing a pre-tax gain of about $2.8 million, and ABC Records, sold in January 1979 at a price reported to be under $50 million but representing no material gain or loss for ABC. The recorded music business had been the biggest drain, accounting for almost $33 million in losses in 1978. ABC also sold KXYZ(AM) Houston for $1.8 million in early 1979, saying it planned to acquire an AM station in another market.

On the acquisition side, ABC bought the Chilton Co., Radnor, Pa., publisher of specialty

Net earnings				
Four quarters through third quarter of 1979	*Four quarters through third quarter of 1978*	*% change*	*Earnings per share*	*Fiscal year ends*
$1,389,900,000	$1,198,500,000	+15.9	**$6.11**	Dec
1,037,461,000	796,960,000	+30.1	**6.43**	Dec
288,900,000	268,700,000	+7.5	**3.79**	Dec
118,100,000	229,438,000	−48.5	**1.36**	Dec
261,100,000	176,600,000	+47.8	**7.33**	Sept
227,438,000	180,516,000	+25.9	**4.62**	Jul
635,225,000	524,693,000	+27.0	**5.42**	Dec
342,529,000	303,550,000	+72.8	**4.80**	Sept
231,456,000	203,205,000	+13.9	**3.52**	Dec
193,196,000	191,966,000	+0.6	**6.96**	Dec
228,682,000	20,444,000	+1018.6	**9.81**	Dec
74,100,000	108,300,000	−31.5	**.34**	Oct
151,514,000	122,045,000	+24.1	**4.78**	Dec
80,211,000	65,336,000	+22.7	**6.17**	Dec
96,163,000	112,611,000	−14.7	**4.13**	Nov
137,887,000	119,643,000	+15.2	**5.12**	Dec
55,531,000	25,252,000	+119.9	**4.24**	Dec
159,870,000	124,914,000	+27.9	**5.71**	Dec
102,879,000	79,431,000	+29.5	**5.16**	Dec
157,159,000	120,055,000	+30.9	**4.62**	Dec
216,571,000	188,361,000	+14.9	**4.03**	Dec
167,274,000	108,544,000	+54.1	**7.17**	Dec
21,100,000	18,400,000	+15.6	**.98**	Dec
65,769,000	54,397,000	+20.9	**2.52**	Jun
127,777,000	99,387,000	+28.6	**3.82**	Dec

magazines and books, in early 1979 for approximately $51 million. At about the same time, it acquired the R.L. White Co., Louisville, Ky., a real estate communications company, for $8 million. In mid-1978, ABC had bought Miller Publishing Co. (agriculture and farm publications) and Hitchcock Publishing Co. (controlled circulation trade publications) for $16,784,000. The newly acquired firms joined an ABC publishing division that already included *Prairie Farmer, Indiana Prairie Farmer, Wisconsin Agriculturist, Wallaces Farmer, High Fidelity, Modern Photography, Los Angeles,* various reference and legal information services and Word Inc. Publishing accounted for almost 5% of ABC's 1978 revenues and almost $11.2 million in pre-tax profits (as against $310,858,000 in broadcasting pre-tax profits).

One acquisition that didn't come off was ABC's proposed purchase of Macmillan Inc. ABC and MacMillan announced in October 1979 that they had signed an agreement in principle for ABC to acquire the publisher in a stock deal valued at $337.5 million. A few weeks later, without explanation, ABC announced it had "discontinued discussions" on the matter.

ABC's broadcasting properties are the ABC-TV network; ABC Radio's four network services (Contemporary, Entertainment, FM and Information), and WABC-AM-TV and WPLJ(FM) New York; WLS-AM-TV and WDAI(FM) Chicago; WXYZ-AM-TV and WRIF(FM) Detroit; KAUM(FM) Houston; KABC-AM-TV and KLOS(FM) Los Angeles; KGO-AM-TV and KSFX(FM) San Francisco and WMAL(AM)-WRQX(FM) Washington.

The ABC Leisure Attractions division owns and operates three outdoor recreational facilities in Florida—Weeki Wachee Spring, Silver Spring and Wild Waters—and the ABC Entertainment Center in Los Angeles. The division in 1978 reported a $1.6-million loss, attributable to the now-disposed-of Historic Smithville Inns unit. In 1979 ABC set up a new unit, ABC Video Enterprises, to supply programs to the videocassette, cable and other new markets.

8

American Express Co. ☐ *James D. Robinson III, chairman; Alva O. Way, vice chairman.*

American Express Co., purveyor of travel cards and traveler's checks, previously had its closest connection to television in its "Do you know me?" commercials. However, the financial services concern has determined to enter cable television in a big way, through the $175 million cash and short-term note acquisition of a 50% interest in Warner Cable. The deal creating the joint venture, to be known as Warner/Amex Cable, is scheduled to close by the end of the year. Warner/Amex Cable will be co-chaired by Gustave M. Hauser, currently chairman, president and chief executive officer of Warner Cable Corp., and J. Leonard Reinsch, the cable communications consultant for American Express.

For the one year period ending September 1979, American Express reported revenues of $4,515,930,000, a 15.1% rise over the prior year. Earnings posted 12.8% growth, to $342,529,000, with the per share figure up 13.2% at $4.80.

The company's current operations are divided into three principal fields: travel-related services, which include the American Express Card, Travelers Cheques and American Express Travel Service; the American Express International Banking Corp.; and Fireman's Fund Insurance Companies. As of Sept. 30, the company's assets were $16.8 billion.

The Warner deal isn't the first attempt by American Express to bring communications operations under its corporate umbrella. Earlier this year McGraw-Hill, the publisher-broadcaster, fought off a tender offer by American Express that carried a price of $40 a share, almost $1 billion. McGraw-Hill's directors termed that proposal "not in the best interests" of the company or its shareholders.

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American Family Corp. ☐ *John B. Amos, chairman and chief executive officer.*

American Family Corp. is the holding company for American Family Life Assurance Co. of Columbus, Ga., whose main business is cancer insurance. Although the insurance business was founded in 1955, the parent company has only been involved in broadcasting since 1977, when it purchased WYEA-TV Columbus. Over the last two years, Family has purchased WAFF(TV) Huntsville, Ala., KFVS-TV Cape Girardeau, Mo., and WTOC-TV Savannah, Ga. Family has also agreed to acquire Black Hawk Broadcasting Co. of Waterloo, Iowa. The deal, expected to be

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1979*	*Four quarters through third quarter of 1978*	*% change*
26.	Knight-Ridder Newspapers	**$955,611,000**	$846,432,000	+12.9
27.	Dun & Bradstreet Corp.	**896,564,000**	728,567,000	+23.1
28.	McGraw-Hill Inc.	**836,573,000**	731,633,000	+14.3
29.	Tektronix Inc.	**835,554,000**	637,324,000	+31.1
30.	Jefferson Pilot Corp.	**808,738,000**	726,024,000	+11.4
31.	Walt Disney Productions	**794,965,000**	704,581,000	+12.8
32.	Washington Post Co.	**696,029,000**	497,712,000	+39.8
33.	Western Union Corp.	**694,729,000**	608,769,000	+14.1
34.	Fairchild Industries	**686,817,000**	·497,622,000	+38.0
35.	General Instrument Corp.	**667,070,347**	521,839,000	+27.8
36.	20th Century-Fox Film Corp.	**653,013,000**	614,258,000	+6.3
37.	Columbia Pictures Industries Inc.	**611,964,000**	591,861,000	+3.4
38.	New York Times Co.	**584,676,000**	518,748,000	+12.7
39.	Arvin Industries	**497,539,000**	466,257,000	+ 6.7
40.	Varian Associates	**493,021,000**	394,255,000	+25.1
41.	Metro-Goldwyn-Mayer Inc.	**491,270,000**	401,406,000	+22.4
42.	Gulf United Corp.	**476,719,000**	386,986,000	+23.1
43.	Ampex Corp.	**411,778,000**	344,857,000	+19.4
44.	Metromedia Inc.	**405,774,000**	332,241,000	+22.1
45.	Capital Cities Communications Inc.	**401,292,000**	353,190,000	+13.6
46.	A.C. Nielsen Co.	**398,106,000**	323,831,000	+22.9
47.	Rollins Inc.	**356,571,528**	307,203,396	+16.1
48.	American Family Corp.	**354,652,049**	273,062,125	+29.8
49.	Interpublic Group of Companies	**352,933,000**	295,506,000	+19.7
50.	Meredith Corp.	**323,773,000**	298,482,000	+ 8.4

completed in mid-to-late 1980, will add two television stations to Family's list: KWWL-TV Waterloo and KTIV(TV) Sioux City, Iowa. It will also acquire six cable television franchises under construction in the Dallas-Fort Worth area, an industrial catering firm, an outdoor advertising firm and an advertising agency-production firm, all located in the Waterloo area. The Black Hawk acquisition, if completed, will more than double the assets of the broadcasting division.

Last year, American Family Corp.'s revenues were up 29.8% from the year before, from $273,062,125 to $354,652,049. Its earnings were up 17.2%, from $24,083,714 to $28,226,276. Earnings per share for last year were $2.43.

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Ampex Corp. ☐ *Richard J. Elkus, chairman of the board; Arthur H. Hausman, president and chief executive officer.*

Ampex's principal profit center is its audio-visual products division, which is a leading supplier of broadcast recording systems and contributes approximately 35% of the corporation's total revenues and 54% of profits. In the four quarters ending Oct. 27, the corporation had revenues totaling just under $412 million and profits in excess of $32 million.

Other operations include data and memory products (37% of revenues and 33% of profits) and a magnetic tape division (27% and 13%, respectively).

In the past year, Ampex delivered its 1,000th VPR-2 helical scan video recorder, which the company describes as "the most successful" product it has ever introduced. Also in the past year, Ampex was named official supplier of videotape recorders, slow motion disk recorders and audio and video tape for the 1980 summer Olympics in Moscow—generating approximately $15 million in orders for the company. Ampex will also provide equipment for the 1980 winter games at Lake Placid, N.Y.

The company has introduced little in the way of new broadcast equipment in the past year, but it has demonstrated a prototype digital videotape recorder that will be introduced as part of Ampex's equipment line sometime in the coming decade.

The corporation has moved into the new data and memory fields and introduced a wide array of products for that market—including a new line of microdisk computer systems and disk drive systems.

In anticipation of a major increase in the market for magnetic recording tape—due primarily to the emergence of new home video tape players—Ampex completed a $5-million expansion of its tape manufacturing facility at Opelika, Ala., last year.

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Arvin Industries Inc. ☐ *Eugene I. Anderson, chairman, president and chief executive.*

Arvin Industries is a diversified corporation engaged in the manufacture and sale of a broad range of products and services aimed at four major markets: automotive, appliance and hardware, government, utilities and the broadcasting industry, and the commercial and industrial market. With regard to this fourth market, the Arvin/Echo division designs and produces video, digital and analog recording systems. The development of more sophisticated transient-free recorders, longitudinal data recorders, broadcast color frame storage units and a slow-motion video disk recorder contributed to rising sales within this division in the past two years. Although 1979 revenues were up 6.7% to $497,539,000 from 1978, net earnings were off 6.53%, $19,675,000, due to the over-all decline and difficulties that have beset the auto industry this year.

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BBDO International ☐ *Bruce Crawford, president and chief executive officer; Tom Dillon, chairman.*

BBDO's revenues for the year ending September 1979 were up 19.4% to $135,518,000 with earnings up 2.5% to $10,968,000.

The agency suffered a sharp setback in March 1979 when it lost the Dodge account, billing about $60 million, which it had served for 35 years. It recouped this loss in part by acquiring during the year RJR Tobacco, portions of General Electric Co. and Old Milwaukee Beer from Schlitz.

BBDO International has 11 U.S. and 11 foreign subsidiaries; affiliates in 12 countries and independently owned associate agencies in six other countries. The agency employs more than 2,500 people here and abroad.

BBDO was the fourth-ranking broadcast agency in 1978 with an estimated $328 million in billings. Among its more active TV-radio accounts are Armstrong Cork, Black & Decker, Block Drug, Campbell Soup, Du Pont, General Electric, Gillette, Lever Bros., Pepsi Co., Pillsbury, Quaker Oats, RJR Foods, Schlitz and Scott Paper.

62

John Blair & Co. ☐ *Jack W. Fritz, president and chief executive officer.*

John Blair & Co. revenues for the year were up 12.9%, to $187,716,000 from $166,261,000 the previous year. Profits outpaced revenues slightly, rising 13.4% to $20,559,000 from $18,123,000. Earnings per share for the year were $3.67.

Blair began its corporate existence as a broadcast representative firm, and today remains one of the largest in the field. Blair is also increasing its involvement in radio and television station ownership and operation. It has owned for years WHDH(AM)-WCOZ(FM) Boston and in the past year has received FCC approval of its purchases of VHF's KSBW-TV Salinas-Monterey, Calif., KSBY-TV San Luis Obispo, Calif., and UHF KOKH-TV Oklahoma City. Blair's chief revenue source, however, remains its graphics operation.

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Burnup & Sims Inc. ☐ *Riley V. Sims chairman; Nick A. Caporella, president and chief executive officer.*

Burnup & Sims derives a majority of its revenues from the installation of cable and telephone systems, but also benefits from such diverse businesses as printing, soft-drink bottling and the operation of movie theaters.

For the four quarters ending in October 1979, the company, based in Fort Lauderdale, Fla., generated revenues of $147,213,000, an increase of 21.6% over 1978's $121,006,000. Earnings were up too: from a net loss of $3,856,000 in 1978 to a net gain of $5,314,000 in 1979. The loss in 1978 was due to the write-off of the discontinued water and sewage engineering operations in the quarter ended April 1978. Since then Burnup & Sims has reported earnings gains in every quarter.

Burnup & Sims greatly expanded its ability to serve the cable industry with the acquisition in December of Gardiner Communications Corp.,

Net earnings				
Four quarters through third quarter of 1979	*Four quarters through third quarter of 1978*	*% change*	*Earnings per share*	*Fiscal year ends*
$86,923,000	$73,171,000	+18.8	**$2.64**	Dec
84,450,000	67,035,000	+26.0	**3.03**	Dec
74,008,000	60,516,000	+22.3	**2.99**	Dec
81,475,000	59,052,000	+38.0	**4.51**	May
94,292,000	86,844,000	+ 8.5	**4.17**	Dec
111,321,000	92,893,000	+19.8	**3.44**	Sept
47,961,000	46,766,000	+2.6	**3.01**	Dec
10,217,000	56,688,000	−81.9	**.06**	Dec
24,384,000	20,785,000	+17.3	**6.35**	Dec
43,310,411	28,890,000	+49.9	**5.36**	Feb
53,523,000	62,440,000	−14.3	**6.44**	Dec
36,760,000	69,084,000	−46.8	**3.77**	Jun
27,264,000	21,002,000	+29.8	**2.30**	Dec
19,675,000	21,049,000	−6.5	**3.07**	Dec
8,581,000	12,112,000	−29.2	**1.13**	Sept
61,601,000	49,341,000	+24.8	**2.02**	Aug
50,902,000	46,976,000	+8.3	**2.30**	Dec
32,194,000	22,645,000	+42.2	**2.42**	Apr
38,485,000	33,419,000	+15.2	**8.36**	Dec
59,955,000	55,722,000	+7.6	**4.35**	Dec
26,131,000	24,297,000	+ 7.5	**2.38**	Aug
30,576,451	27,554,075	+10.9	**2.28**	Jun
28,226,276	24,082,714	+17.2	**2.43**	Dec
21,189,000	17,145,000	+23.0	**5.12**	Dec
17,277,000	14,762,000	+17.0	**5.57**	Jun

Houston, pioneer marketer of satellite earth stations for the cable industry (BROADCASTING, Dec. 17).

45

Capital Cities Communications Inc. □ *Thomas S. Murphy, chairman; Daniel B. Burke, president.*

After several years of sometimes spectacular expansion, Capital Cities slowed its acquisitions pace about 18 months ago, though officials say they still hope for periodic acquisitions. Its last major purchase was the *Wilkes-Barre* (Pa.) *Times Leader*, bought in May 1978 for $10.6 million. Since then, Capcities' chief acquisitions have been its own stock, on its stated theory that when asking prices for properties are very high, and its own stock's price/earnings multiples are low, this is the best place for excess cash. The company bought 610,000 shares in the second half of 1978 and 468,000 shares in the second and third quarters of 1979. It completed that repurchase program in October with the acquisition of 593,000 shares at a total price of $24.7 million. A few weeks ago it announced plans to purchase about 600,000 shares from time to time at prevailing market prices; at the time of the announcement the shares had a market value of about $28 million. The company then had 13,054,263 shares outstanding.

Capital Cities' revenues climbed 13.62% in the 12 months ended Sept. 30, 1979, reaching $401,292,000. Net earnings rose 7.6% to $59,955,000. Earnings per share were $4.35.

Revenues and sales continue to set company records despite a strike that left the Wilkes-Barre paper with after-tax operating losses of $1.8 million in the fourth quarter of 1978, $1.2 million in the first quarter of 1979, $800,000 in the second quarter and "slightly" less than that in the third quarter.

Though Capcities started out as a group broadcaster and has greatly expanded its station interests, almost two-thirds of its revenues now come from publishing; in 1978, the breakdown was 64% to 36%. But broadcasting still generates the bulk of the profits; the 1978 division was 59% to 41%.

Capcities television stations are WPVI-TV Philadelphia; KTRK-TV Houston; WKBW-TV Buffalo, N.Y.; WTNH-TV New Haven, Conn.; WTVD(TV) Durham, N.C., and KFSN-TV Fresno, Calif. In addition to the stations, the broadcasting operations include Capital Cities Television Productions, which produces public-affairs and young people's programing seen on Capcities and other stations across the country. The radio stations are WPAT-AM-FM Paterson, N.J.; KZLA-AM-FM Los Angeles; WJR-AM-FM Detroit; WBAP(AM)-KSCS(FM) Fort Worth; WKBW(AM) Buffalo, N.Y.; WPRO-AM-FM Providence, R.I., and WROW-AM-FM Albany, N.Y.

Publishing properties include Fairchild Publications (which publishes *Women's Wear Daily, W, Supermarket News, Electronics News, HFD-Retailing Home Furnishings*, and *Men's Wear*, among others) and *Kansas City Star-Times, Fort Worth Star-Telegram, Oakland Press* in Pontiac, Mich., *News-Democrat* in Belleville, Ill., and *Arlington* (Tex.) *Citizen-Journal*, in addition to the *Wilkes-Barre Times-Leader*.

10

CBS Inc. □ *William S. Paley, chairman; John D. Backe, president and chief executive.*

CBS has displayed a bent for acquisitions in recent years, but in 1979 one that might have reoriented its balance sheet didn't come off. In September 1979, CBS initiated talks on a possible merger with the Crum & Forster insurance holding company, a deal that would perhaps cost $1 billion. A merger, Wall Street analysts estimated, would have made Crum & Forster a major second, if not the principal, profit center of the company, whose primary orientation has always been toward broadcasting. The talks were terminated, but CBS officials let it be known that the company is set to branch out into other fields, with "four or five" unidentified industries under consideration.

Acquisitions that did come off included the purchase of Gabriel Toys in August 1978 for $27 million and *Audio* magazine in November 1979 for $7.6 million. In December 1979 CBS and Family Weekly Inc. signed a definitive agreement by which CBS would acquire the *Family Weekly* newspaper supplement, said to be the fourth largest paid-circulation publication in the U.S., for approximately $50 million.

CBS revenues for the 12 months ended Sept. 30, 1979, totaled $3,607,356,000, up 14.51% from the same period a year earlier. Net earn-

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1979*	*Four quarters through third quarter of 1978*	*% change*
51.	The Outlet Co.	**$312,203,000**	$307,040,000	+1.7
52.	Wometco Enterprises Inc.	**297,874,000**	261,706,000	+13.8
53.	Media General Inc.	**269,644,000**	238,652,000	+13.0
54.	Liberty Corp.	**266,781,000**	248,269,000	+7.5
55.	Cox Broadcasting Corp.	**260,896,000**	213,988,000	+21.8
56.	Oak Industries	**257,175,000**	174,078,000	+47.0
57.	Communications Satellite Corp.	**251,562,000**	194,000,000	+29.7
58.	J. Walter Thompson Co.	**242,597,000**	215,784,000	+12.4
59.	Harte-Hanks Communications Inc.	**227,631,000**	170,720,000	+33.3
60.	Ogilvy & Mather International Inc.	**207,867,000**	173,834,000	+19.6
61.	Taft Broadcasting Co.	**194,866,000**	157,730,000	+23.5
62.	John Blair & Co.	**187,716,000**	166,261,000	+12.9
63.	Affiliated Publications	**180,360,000**	150,641,000	+19.7
64.	Storer Broadcasting Co.	**170,797,000**	141,118,000	+21.0
65.	Teleprompter	**165,686,000**	143,092,000	+15.8
66.	Filmways Inc.	**156,046,000**	148,520,000	+5.1
67.	Burnup & Sims Inc.	**147,213,000**	121,006,000	+21.6
68.	Scientific-Atlanta Inc.	**142,876,000**	99,437,000	+43.7
69.	Technical Operations	**136,508,000**	92,017,000	+48.3
70.	BBDO International Inc.	**135,518,000**	113,887,000	+19.4
71.	Conrac Corp.	**131,501,000**	115,054,000	+14.0
72.	Acton Corp.	**128,887,000**	104,925,000	+22.8
73.	Multimedia Inc.	**126,809,636**	105,785,938	+19.9
74.	M/A Com Inc.	**123,981,000**	99,317,000	+24.8
75.	Foote, Cone & Belding Communications Inc.	**122,107,000**	97,726,000	+24.7

ings came to $193,196,000, a gain of 0.64%. Earnings per share for the period were $6.96.

Broadcasting, for which CBS was formed 52 years ago, continues to be its biggest business. In 1978 it accounted for 40% of the company's revenues and 56% of its operating profits. Next came the CBS/Records Group, with 29% of revenues and 23% of profits. Publishing was in fourth place as a generator of revenues (13% vs. the CBS/Columbia Group's 18%) but in third place in operating profits (10% vs. the Columbia Group's 8%).

The CBS/Broadcast Group encompasses the CBS-TV network; CBS Entertainment, which provides programing for CBS-TV; CBS News; CBS Sports; the CBS Television Stations division and the CBS Radio division, which operates the CBS Radio network plus owned-and-operated AM and FM stations.

CBS's five TV stations are all in major markets: WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. The stations are represented for national-spot sales by another CBS unit, CBS Television Stations National Sales. The CBS Radio stations—seven AM and seven FM, also in major markets—are AM-FM affiliates of the TV stations, plus KCBS-AM-FM San Francisco and WEEI-AM-FM Boston. The radio stations are represented by CBS Radio Spot Sales, which also represents some independently owned radio stations.

The CBS/Records Group claims to be the world's largest producer, manufacturer and marketer of recorded music. The CBS/Columbia Group encompasses the Columbia Record and Tape Club, which claims to be the world's largest mail-order distributor of recorded music and musical instruments, specialty stores and toys. The CBS/Publishing Group includes Holt, Rinehart & Winston, BFA Educational Media, the W.B. Saunders medical publishing organization and Fawcett Publications.

CBS also maintains a Technology Center, which conducts research related primarily to CBS businesses. CBS engineers have also been among the leaders in the U.S. in development of Teletext. The CBS/Records Group also announced in October 1979 that it would form a new ventures division to develop and market products—principally programing—for use on home videotape machines and with other emerging technologies.

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Cetec Corp. ☐ *Hugh P. Moore, chairman and chief executive; Robert A. Nelson, president and chief operating officer.*

Cetec Corp. consists of three principal operating divisions—broadcast, computer and industrial. Cetec manufactures microphones, radio and television antennas, radio automation systems, data terminal systems, extruded vinyl products and other electronic devices.

A major selling item for both this year and last has been Cetec Vega wireless microphones. In the computer group, Cetec sold the assets of the Vought division during the past quarter, due to a decline in the markets for computer-output microfilm. Also sold was the industrial property in Carpinteria, Calif., originally planned as a building site to house the Cetec Broadcast Group division.

With revenues at $62,350,000 for the year ended September 1979, the Cetec Corp. showed a gain of 29% over the previous year. Profits were also up by 33% this year, at $1,311,000.

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Charter Co. ☐ *Raymond K. Mason, chairman and president; Fred C. Danneman, president.*

The Charter Co. is a holding company headquartered in Jacksonville, Fla., whose principal interest lies in the petroleum industry, but it also has operations in the insurance and communications fields. The communications group became wholly owned in 1978, and was named Chartcom Inc., with offices in New York. The large increases in the parent company's revenues and earnings this year are attributed to its acquisition of Carey Energy Corp., a marketer and distributor of petroleum products, and to "strong markets" for oil and related products.

Chartcom itself has five divisions: publishing—a magazine unit that includes *Ladies' Home Journal, Redbook, Sport,* plus specialty titles; printing; direct marketing; subscription services, and broadcasting. There are five stations in Charter Broadcasting's complement: KSLQ(FM) St. Louis, WDRQ(FM) Detroit, WOKY(AM) Milwaukee, KCBQ(AM) San Diego and WMJX(FM) Miami. WMJX's license renewal was denied by an administrative law judge in January 1978 in a decision relating to improperly conducted contests alleged to have taken place between 1973 and 1975, before Charter acquired majority ownership of the communications group. The FCC subsequently denied a petition for extraordinary relief by which Charter sought to sell the Miami station for $1 million as a distress sale. The original license denial remains on appeal. Charter also has pending before the commission the purchase of WMIL-FM Milwaukee from Stebbins Communications, and late in 1978 the company sold its New York station, WADO(AM) for $6.5 million.

The Charter Company reported revenues for the twelve months ending Sept. 30, 1979 that were up 90.6% over the year earlier, and earnings that soared 1018.6%. The figures, respectively, were $3,541,067,000 and $228,682,000. On a per share basis, earnings were $9.81, an 871.3% boost.

78

Chris-Craft Industries Inc. ☐ *Herbert J. Siegel, chairman, president and chief executive.*

Chris-Craft Industries has its boat division back on course through a major marketing effort, while enjoying profitability with its television division, which contributed 77% of the company's operating income in fiscal year 1979.

Gross revenues for the company were $105,247,000, up 21.8% from last year. The television division contributed 34% to that total, or $35,812,000. Its two VHF stations, KCOP Los Angeles and KPTV Portland, Ore., had operating-revenue and income increases of 20% and 25%, respectively, for last year. Total net income was $7,932,000, up 19%.

During the year, Chris-Craft increased its holdings in Twentieth Century-Fox Film Corp. It is Fox's largest shareholder, owning 1,106,800, or 14%, of Fox's outstanding common shares.

98

Cohu Inc. ☐ *Robert W. Kerns, chairman; William S. Ivans, president and chief executive officer.*

Gains in revenues in every quarter over last year, including $172,436 for the sale of land, pushed this equipment manufacturer's total revenues up 18.8% to $21,857,693. The land sale also upped net earnings by a considerable 87.8%—from $569,851 to $1,070,290. Earnings

Net earnings				
Four quarters through third quarter of 1979	*Four quarters through third quarter of 1978*	*% change*	*Earnings per share*	*Fiscal year ends*
$198,000	$10,354,000	−98.1	**$2.12**	Jan
19,060,000	16,641,000	+14.5	**2.22**	Dec
23,760,000	15,969,000	+48.8	**4.81**	Dec
33,119,000	29,801,000	+11.1	**3.69**	Dec
42,103,000	30,661,000	+37.3	**6.27**	Dec
9,409,000	3,388,000	+177.0	**2.44**	Dec
42,431,000	31,254,000	+35.8	**5.30**	Dec
12,820,000	12,098,000	+ 6.0	**4.26**	Dec
17,891,000	14,783,000	+21.0	**1.94**	Dec
12,531,000	11,926,000	+ 5.2	**3.08**	Dec
24,399,000	20,742,000	+17.6	**3.40**	Mar
20,559,000	18,123,000	+13.4	**3.67**	Dec
10,440,000	8,028,000	+30.0	**3.05**	Dec
26,424,000	18,586,000	+42.2	**5.18**	Dec
12,056,000	10,981,000	+9.7	**.94**	Dec
9,443,000	5,916,000	+59.6	**1.77**	Feb
5,314,000	(3,856,000)	+237.8	**.62**	Apr
8,382,000	5,315,000	+57.7	**1.87**	Dec
1,858,000	949,000	+95.7	**1.34**	Sept
10,968,000	10,718,000	+2.5	**4.37**	Dec
2,998,000	5,676,000	−47.0	**1.28**	Dec
5,287,000	5,452,000	−3.0	**1.81**	Dec
17,946,601	14,617,306	+22.8	**2.69**	Dec
8,366,000	6,095,000	+37.3	**1.75**	Sept
8,933,000	8,395,000	+6.4	**3.43**	Dec

per share climbed from 33 cents last year to 63 cents.

The company has three principal product lines: electronics (TV cameras and related equipment); electronic test and detection apparatus (includes Delta Design, which supplies electromechanical test equipment to semiconductor manufactuers and users, and FRL Inc., which makes metal detectors and associated equipment), and the meteorology products division (Meteorology Research Inc.).

37

Columbia Pictures Industries, Inc. ☐ *Leo Jaffe, chairman; Francis T. Vincent Jr., president and chief executive officer.*

Total revenues for the four quarters ending Sept. 30, 1979, were $611,964,000, up .34% from the previous four quarters' revenues of $591,861,000. Net earnings for the same periods were $36,760,000 and $69,084,000. The company reinstated its dividend in the fall of 1978 and by Sept. 1979, was paying a quarterly dividend of 12½ cents per share.

On Sept. 28, 1979, Columbia Pictures closed the sale of its Arista Record Co. for a net cash payment in excess of $50,000,000 to a subsidiary of Bertelsmann AG, a West German company. This resulted in a net gain of $4,017,000.

Among films released domestically in 1979 by Columbia Pictures were "California Suite," "China Syndrome," "Midnight Express," "Ice Castles," "Fast Break" and "The Cheap Detective." Its television division has four prime time network slots in the 1980 season: *From Here To Eternity* and *Eischied* on NBC and *Fantasy Island* and *Salvage One* on ABC. Its broadcast division owns WWVA(AM)-WCPI(FM) Wheeling, W. Va., WNJU-TV New York, WYDE(AM) Birmingham, Ala., and KCPX-AM-FM Salt Lake City.

Other holdings include the D. Gottlieb & Co., which produces solid state pinball machines, EUE/Screen Gems, which produces television commercials, Columbia Pictures Publications, which is primarily a music publisher and the Columbia Pictures Merchandising, Home Entertainment, Pay Television and Spanish Theatrical Film divisions.

99

Comcast Corp. ☐ *Ralph J. Roberts, president.*

Both revenues and profits were up for Comcast, mainly due to the success of the company's cable TV division and recent acquisitions. Revenues were up 35% to $20,290,000; net earnings rose 57% to $2,381,000.

Comcast's most profitable venture this year is cable television, with 111,642 subscribers served with basic cable and 21,672 subscribers with pay cable. Affiliation has been established with Home Box Office, Showtime and Channel 100. Presently, the company is constructing two cable systems, in the Meadowlands area of New Jersey and in Philadelphia. In 1980, when completion is expected, the system may provide service to 80,000 homes.

Comcast's Music Network supplies Muzak systems to various commercial establishments in Orlando, Fla., San Diego, Denver, Dallas, Fort Worth, Detroit, Hartford, Conn., and Indianapolis. The Merchandising Services Division, a less profitable operation with a decrease in earnings in 1978, provides background music, paging facilities and in-store manpower services.

57

Communications Satellite Corp. ☐ *John Harper, chairman; Joseph V. Charyk, president and chief executive.*

Comsat, as it is known, shook the broadcasting establishment with its announcement last August that it would develop a satellite-to-home broadcasting service that could be operational by 1983 (BROADCASTING, Aug. 6, 13). The move was seen by analysts as an attempt by the firm to boost sluggish financial performance and expand outside its principal role as a partner in Intelsat, the global satellite carrier.

If the direct-to-home plans are uncharacteristic of Comsat, so are its plans to enter the data communications business as a joint venturer in Satellite Business Systems. While both projects fulfill the company's need for expansion, both are expensive endeavors that will strain the company's resources until they begin to turn a profit.

For the year ended September 1979, Comsat reported revenues of $251,562,000, a 29.7% increase over 1978. And earnings were in even better shape, rising 35% to $42,431,000. The healthy increases for the year were the result of the company's coming out from underneath a

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1979*	*Four quarters through third quarter of 1978*	*% change*
76.	Lee Enterprises Inc.	**$115,805,000**	$104,690,000	+10.6
77.	MCI Communications Corp.	**115,187,100**	81,606,000	+41.1
78.	Chris-Craft Industries Inc.	**105,247,000**	86,395,000	+21.8
79.	Doyle Dane Bernbach Inc.	**100,128,000**	83,603,000	+19.7
80.	Viacom International Inc.	**100,100,000**	74,310,000	+34.7
81.	Farinon Corp.	**100,015,000**	80,681,000	+23.9
82.	Grey Advertising	**86,127,000**	74,944,000	+14.9
83.	Tele-Communications Inc.	**83,321,000**	63,632,000	+30.9
84.	Scripps-Howard Broadcasting Co.	**69,245,237**	61,606,583	+12.3
85.	Post Corp.	**66,508,000**	51,574,000	+28.9
86.	Cetec Corp.	**62,350,000**	48,325,000	+29.0
87.	LIN Broadcasting Corp.	**56,158,000**	49,163,000	+14.2
88.	Wrather Corp.	**48,931,000**	40,224,000	+21.6
89.	San Juan Racing Association	**46,437,316**	38,784,684	+19.8
90.	Sonderling Broadcasting Corp.	**41,528,099**	38,518,273	+7.8
91.	UA-Columbia Cablevision	**40,045,000**	29,208,000	+37.1
92.	Marvin Josephson Associates Inc.	**37,160,000**	34,139,000	+ 8.8
93.	Turner Broadcasting System	**36,550,000**	32,619,000	+12.1
94.	United Cable Television Corp.	**34,541,000**	21,998,000	+57.0
95.	Movielab Inc.	**33,038,030**	28,143,516	+17.4
96.	Adams-Russell Co.	**28,387,000**	24,110,000	+17.7
97.	Gray Communications Inc.	**27,009,883**	18,052,079	+49.6
98.	Cohu Inc.	**21,857,893**	18,398,950	+18.8
99.	Comcast Corp.	**20,290,000**	14,922,000	+35.9
100.	Kansas State Network	**19,590,000**	17,073,000	+14.7

deleterious settlement of an FCC rate case which suppressed the figures in 1978.

71

Conrac Corp. □ *Donald H. Putnam, president and chief executive.*

Conrac Corp. is primarily an international manufacturer of electronic products and systems for communications and aerospace markets. The divisions within the communications market are telecommunications, broadcast communications and data, handling and display. Conrac also manufactures welding equipment, machinery and architectural hardware, but is best known among broadcasters as a maker of TV monitors.

During 1979, a substantial profit loss occurred within Conrac's broadcast division. This loss is attributed to the discontinuation of the Turner division in August. Turner was a supplier of microphones, antennas and citizen band radios. The latter item declined severely in sales from a high of $29 million in 1976 to less than $8 million in 1978.

An increase in revenues was achieved by Conrac in 1979, with $131,501,000, 14% over last year's figure of $115,054,000. The net earnings for the past year were $2,998,000; down 47% from last year's figures. The loss of the company's Turner division coupled with the profit loss at Conrac's German manufacturing subsidiary, Elektron GmbH., explain the severe decrease from last year's figure of $5,676,000.

55

Cox Broadcasting Co. □ *Clifford M. Kirtland, president and chief executive.*

Cox is a broadcasting company that diversified into other fields but still gets half its income and three-fifths of its operating profits from its stations and its two station representation firms, Telerep in television and Christal Co. in radio. In 1978 this group's revenues were $115,659,000 out of a total of $230,444,000 and its operating profits came to $45,352,000 out of $74,031,000. Cox Broadcasting's net earnings rose 37.3% to $42,103,000 on revenues of $260,696,000 for the year ended in September 1979. Since then, Cox has acquired the Schulke Radio Productions music syndication business.

Cox's most profitable nonbroadcast line is cable, which it entered in 1962 and which now accounts for more than one-fourth of revenues and almost one-fourth of operating profit. Cox cable systems serve more than 670,000 cable subscribers and 308,000 pay-TV customers.

The company's other major lines are business publishing, which it entered in 1966, and automobile auction services, which it branched into in 1968. Publishing is centered in United Technical Publications, Garden City, N.Y., which puts out more than a score of publications, mostly in the electronics and photographic fields. Publishing accounted for about 10% of Cox's 1978 revenues and 5% of operating profits. Through Mannheim Services Corp., Lancaster, Pa., Cox operates 13 wholesale auto auctions, which in 1978 represented 9% of revenues and 11% of operating profit. For many years, through its Bing Crosby Productions, Cox was also engaged in production of motion pictures, but it decided to discontinue this line, which produced a $10,000 loss on revenues of $4,122,000 in 1978. The last movie, "The Great Santini," had its premiere in October 1979.

Under a merger plan that officials hope will get FCC approval and go into effect early this year, General Electric Co. would acquire Cox in a stock deal valued at $460.5 million to $507.9 million. Cox stations, some of which are scheduled for sale to meet FCC's multiple-ownership rules in anticipation of the merger, are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIIC-TV Pittsburgh; KTVU(TV) Oakland-San Francisco; WIOD(AM)-WAIA(FM) Miami; KFI(AM)-KOST(FM) Los Angeles; WLIF(FM) Baltimore and WWSH(FM) Philadelphia.

31

Walt Disney Productions □ *Donn B. Tatum, chairman of the board; E. Cardon Walker, president and chief executive officer.*

In 1978, the last full year for which the company has an accounting, Disney's television operations worldwide generated $25.2 million in revenues, and, according to the company, revenues through the first three quarters of 1979 "were approximately the same as the prior year." Television, then—primarily *Disney's Wonderful World* on NBC-TV and international distribution of it—accounts for just slightly over 3% of Disney's total revenues.

The company's largest operations are Disneyland in Anaheim, Calif., and Walt Disney World, near Orlando, Fla. The two theme parks account for approximately 69% of the corporations total revenues of $795 million for the four quarters ending June 30.

Other areas of operation include motion pictures, merchandising, records and music publishing, book publishing and real estate. Within the past year, Disney announced plans to build Tokyo Disneyland with two Japanese companies at an initial cost of approximately $300 million, and construction has begun in Florida on a new $500-million project called EPCOT (Experimental Prototype Community of Tomorrow). In December, Disney released its most expensive motion picture ever (approximately $20 million), "The Black Hole."

The corporation's television operations are included with its motion picture division, and for the nine months ending June 30, total revenues for the operations were $95 million, 17% of corporate revenues.

79

Doyle Dane Bernbach □ *Joseph R. Daly chairman and chief executive; Neil R. Austrian, president and chief operating officer.*

Doyle Dane Bernbach is expected to top the $100 million mark in 1979, exceeding 1978 by an estimated 20%. DDB showed 19.7% growth in revenues in the 12 months ending last September, to $100,128,000. Earnings for that period were $8,145,000, up 6.9% over the year earlier period; $3.29 on a per-share basis.

DDB experienced growth both locally and overseas and worldwide billings in 1979 were estimated at more than $650 million. DDB has U.S. offices under that name in New York, Chicago and Los Angeles and owns other agencies here, including Cargill, Wilson & Acree Inc., Atlanta; Milici/Valenti Advertising, Honolulu; DDB Group II Inc., New York; The Directors Studio, New York, and Rapp & Collins, New York. Overseas the agency operates in Australia, Belgium, Canada, Germany, Italy, Mexico, Switzerland, the Netherlands and the United Kingdom.

The agency reported $217 million in U.S. TV-radio billings for 1978, and 1979 expenditures can be in the $240 million-$250 million range. DDB's long list of TV-radio accounts in 1979 included American Airlines, Avis Rent a Car System, Bristol-Myers, Clairol, Hershey Foods, Mobil, Polaroid, Ponderosa System Inc., Stan-

Net earnings				
Four quarters through third quarter of 1979	*Four quarters through third quarter of 1978*	*% change*	*Earnings per share*	*Fiscal year ends*
$15,393,000	$15,914,000	−3.3	**$2.13**	Sept
9,433,000	5,566,000	+69.5	**.25**	Mar
7,932,000	6,666,000	+19.0	**2.03**	Aug
8,145,000	7,618,000	+6.9	**3.29**	Dec
10,758,000	6,354,000	+69.3	**2.24**	Dec
5,268,000	4,635,000	+13.6	**1.08**	Mar
6,243,000	5,235,000	+19.0	**10.06**	Dec
49,144,000	6,560,000	+649.1	**1.14**	Dec
15,653,180	13,772,104	+13.6	**6.07**	Dec
3,867,000	3,990,000	−3.1	**2.13**	Dec
1,311,000	981,000	+33.6	**.62**	Dec
13,165,000	10,461,000	+25.8	**4.78**	Dec
(1,030,000)	1,618,000	−174.5	**(.46)**	Dec
4,870,026	2,403,422	+102.6	**1.24**	Apr
3,511,034	3,239,705	+8.3	**3.14**	Dec
4,175,000	3,296,540	+26.6	**1.27**	Sept
4,647,000	4,797,000	−3.1	**1.91**	Jun
(2,173,000)	(1,570,000)	−38.4		Dec
4,616,000	2,404,000	+92.0	**1.58**	May
1,626,720	634,134	+156.5	**1.17**	Dec
1,907,000	1,144,000	+66.6	**1.07**	Sept
2,069,871	1,337,791	+54.7	**4.01**	Jun
1,070,290	569,851	+87.8	**.63**	Dec
2,381,000	1,512,000	+57.4	**1.21**	Dec
2,088,000	1,879,000	+11.1	**1.06**	Aug

dard Brands, Volkswagen, Atari and Miles Laboratories.

27

Dun & Bradstreet ☐ *Harrington Drake, chairman and president.*

Although heavily in the financial field, Dun & Bradstreet has been shoring up its interests in broadcasting and related fields.

Additions in those areas during the past year included the purchase, in February 1979, of Peters Griffin Woodward, national representative whose client list includes the TV stations of D&B's Corinthian Broadcasting's Television Stations Division. Also, an agreement was signed in October for the Corinthian purchase of WVEC(TV) Hampton-Norfolk, Va.

Other Corinthian stations are KHOU-TV Houston; WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla., and WANE-TV Fort Wayne, Ind.

The third broadcast unit of D&B is the TVS Television Network, an independent network that produces telecasts of college basketball games and other sports and entertainment events.

In the nonbroadcast area, D&B has divisions for business information services; publishing (including Reuben H. Donnelley and Funk & Wagnalls) and marketing services.

D&B's profits for the four quarters prior to Sept. 30, 1979 exceeded $84.4 million (up 26% from the preceding four quarters) on revenue of $896.5 million (up 23.1%).

2

Eastman Kodak Co. ☐ *Walter A. Fallon, chairman and chief executive; Colby H. Chandler, president.*

Eastman Kodak, the Rochester, N.Y.-based firm which should have well above $1 billion in net earnings when it tabulates its fiscal year ended last month, relies upon the photographic business for about 80% of its sales.

That involves photographic films and papers, chemicals and equipment serving a variety of markets. Broadcasting sales are targeted within motion picture and audiovisual markets.

Electronic newsgathering may have provided a boon to the tape manufacturers but it has meant just the opposite to Kodak. As a sales summary points out: "Strong sales of films serving the entertainment industry; moderate increases in audiovisual products; lower sales to the television news industry."

Kodak's other major division is Eastman Chemicals, which supplies chemicals, fibers and plastics.

In 1978, Eastman Kodak Co. for the first time reached the point where its research cost more than $1 million a day. It can afford it. Through Sept. 9, 1979, a year's worth of revenues for the company was $7.8 billion, up 18%. Net earnings were $1 billion, up 30.1%. Earnings per share: $6.43.

34

Fairchild Industries ☐ *Edward G. Uhl, chairman and chief executive; John F. Dealy, president and chief operating officer.*

Fairchild Industries, a major defense contractor, severed its slim connection to broadcast station ownership with the sale of its KLIF(AM) Dallas to Susquehanna Broadcasting Co. for $4.5 million (BROADCASTING, Dec. 24, 1979).

However, Fairchild retains a connection in the communications field through its American Satellite Corp., Germantown, Md., which provides services in the domestic satellite field.

Last fall, ASC dropped its lease arrangement for three transponders of Western Union's Westar system and agreed to buy 20% of the system for $31.9 million. Also, Fairchild and Continental Telephone will each purchase a 25% interest in Western Union Space Communications, the Western Union subsidiary formed to build and operate the TDRSS/Advanced Westar system (BROADCASTING, Nov. 3, 1979).

Significant increases in Fairchild's commercial aircraft operations, along with gains in its military aircraft operations, sent sales and earnings sharply upward in the past year.

Revenues for the four quarters that ended Sept. 30, 1979, came to $686,817,000 with earnings of $24,384,000. That was 38% and 17.7% more, respectively, than in the previous four quarters when revenues were $497,622,000 and earnings were $20,785,000.

81

Farinon ☐ *William B. Farinon, chairman; John B. Arnold, president and chief operating officer.*

Farinon Corp. is a telecommunications company that specializes in the manufacture, design and operation of transmission facilities, primarily telephone. One of its five major subsidiaries, however, is Farinon Video, a producer of fixed and portable microwave transmission equipment used by broadcasters and cable TV operators. It also manufactures receive-only earth stations and television peripheral equipment, including video/audio diplexers. Farinon video accounts for roughly 6% of its sales.

Farinon's other major subsidiaries are Farinon Electric and Farinon Canada, manufacturers of systems for fixed point-to-point microwave communications; Dracon Industries, maker of peripheral telephone equipment; and Digital Telephones Systems Inc., which sells inter-office phone systems, to the business sector.

Pending shareholder approval (which will probably be forthcoming in Feb.), Farinon will be consolidated by Harris Corp. (shareholders being offered .8 shares of Harris for every share of Farinon held).

In the four quarters ended September 1979,

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Farinon revenues were up 23.9% from 1978's $80,681,000 to $100,015,000, and earnings rose 13.6% from $4,035,000 a year ago to the present $5,268,000.

66

Filmways Inc. ☐ *Richard L. Block, chairman, president and chief executive.*

On July 12, 1979, Filmways consummated its acquisition of American International Pictures Inc., a stock exchange and debenture transaction worth an estimated $30 million and resulting in, among other benefits, Filmways' acquisition of "Love at First Bite" and "The Amityville Horror," two very successful movies of 1979.

In fiscal 1979, Filmways' entertainment and entertainment services division, under which its television production arm operates, accounted for approximately 18% of the corporation's total revenues of more than $153 million. Included in that division are Filmways TV Productions Inc., which produced the now-canceled *240-Robert* series for ABC-TV last fall; Ruby-Spears Productions Inc., a leading maker of children's animated programs; Moonlight Productions, which produces network specials and made-for-television films; Heatter-Quigley, producer of *Hollywood Squares*, and the Filmways Audio Group, which provides a variety of services to the radio and recording industries.

The company's manufacturing division (5% of revenues) is led by Broadcast Electronics Inc., maker of a wide variety of tape cartridge machines and other equipment for radio stations.

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Filmways' principal revenue center is its publishing and publishing services division, which includes Grosset & Dunlap Inc., book publishers; Ideal Publishing Corp., magazine publishers, and Publishers Distributing Co. That division accounted for 74% of corporate revenues for fiscal 1979, which ended Feb. 28.

The acquisition of AIP has already been reflected in the parent company's preliminary reports for 1980. For the six months ending Aug. 31, revenues totaled $115 million—up 54% for the same period a year earlier. In the second quarter, ending Aug. 31, Filmways noted an 85% increase over the same quarter for last year ($73 million versus $39 million) and attributed the rise "to the excellent operating results achieved by AIP and the success of their theatrical release, 'The Amityville Horror.' "

Problems arose with the merger last month, however, when it was disclosed that AIP's television production assets had been understated prior to the merger by approximately $5 million. Filmways reported that "it does not believe this event will have a material impact on its earnings in the current fiscal year, but will be principally reflected on the balance sheet of the company." Samuel Z. Arkoff, president and chief executive of AIP and vice chairman of Filmways, resigned last month as a result of the disclosures. Arkoff, the largest single stockholder in Filmways, will retain the vice chairmanship until February, however.

For the four quarters ending Aug. 31, Filmways had revenues exceeding $156 million (up 5% from the four preceding quarters) and earnings of $9.4 million (up 60%).

75

Foote, Cone & Belding ☐ *Arthur W. Schultz, chairman and chief executive; John E. O'Toole, president and chief operating officer.*

In recent years Foote, Cone & Belding's growth has been abetted not only by new account acquisitions but also by expansion into overseas markets through buying agencies abroad and by purchasing public relations organizations.

In 1978 the agency acquired the financial public relations agency of Albert Frank-Guenther Law and later that year merged with Carl Byoir & Associates, which has 18 offices throughout the world. During 1978 Foote, Cone & Belding obtained interests in agencies in Germany, Hong Kong, and Spain and in 1979 broadened its base to include agencies in Lebanon and Athens. FC&B has 33 full service advertising agency offices in 19 countries.

Revenues of $122,107,000 were reported by Foote, Cone & Belding for the year ended Sept. 30, 1979, a rise of 24.7%. The company's earnings were up 6.4% to $8,933,000, with a per share figure of $3.43.

FC&B's revenues for calendar 1979 were expected to be about 25% higher than last year's total of more than $111 million. The agency was in 11th place in 1978 in BROADCASTING's listing of top U.S. broadcast agencies with more than $208 million. Its TV-radio roster of clients includes Nabisco, Kraft, Pizza Hut, Sherwin Williams, S.C. Johnson, Armour, Clorox and Equitable Life Assurance Society.

17

Fuqua Industries Inc. ☐ *J.B. Fuqua, chairman; C.L. Patrick, vice chairman.*

Fuqua Industries, whose diversified holdings include a five-station stake in radio and television, wants to get out of broadcasting. According to chairman J.B. Fuqua, there is dissatisfaction with the return on the capital investment for that division (BROADCASTING, Nov. 19, 1979). Total market value of the five outlets is in the neighborhood of $63 million.

Stations in the Fuqua Communications division, which is headquartered in Columbus, Ga., with Joe Windsor as president: WROZ(AM)-WTVW(TV) Evansville, Ind.; WTAC(AM) Flint, Mich.; WTVM(TV) Columbus, and WTVC(TV) Chattanooga.

Agreements have been reached for the sale of all three television stations. Final papers were signed Dec. 20 with Belo Broadcasting Corp. for the $19.5-million transfer of WTVC (BROADCASTING, Dec. 24, 1979). At the same time Fuqua Industries announced an agreement with Charles Wood, owner of WTVY-FM-TV Dothan, Ala., for the $21.5-million sale of WTVW. In November 1979, group owner Dale G. Moore contracted with Fuqua Industries to buy WTVM for $19.25 million (BROADCASTING, Nov. 26, 1979).

In addition, J.B. Fuqua, who personally owns WJBF(TV) Augusta, Ga., through a separate economy, is selling that outlet to Moore for $26 million.

All sales are subject to FCC approval.

Chairman Fuqua also was in the station sales representative business for almost a year. His separate company had bought a major interest in HR Television in January, but sold it back to key executives of that company in December ("Bottom Line," Dec. 24, 1979).

The six divisions of Fuqua Industries are deeply involved in the manufacture of lawn and garden equipment, transportation, entertainment (movie theater operations in addition to radio-TV), photofinishing, trucking, foods, industrial services, distribution of petroleum products, real estate development and construction of home and shelter units.

Chairman Fuqua two weeks ago said that he 'planned to visit China to discuss joint ventures with the Chinese for the manufacture of sporting goods and other items to Fuqua specifications. He said the company would open a buying office there, but would not know until mid-1980 the specific amounts that will be invested in those joint ventures.

Over-all, it has been a year of continuing profitability with Fuqua net earnings in the four quarters ending in September amounting to $55.5 million, more than double the $25.2 million net earnings in the preceding four quarters. Revenues in those periods were, respectively, $1.99 billion and $1.37 billion.

25

Gannett Co. ☐ *Allen H. Neuharth, chairman and president.*

On June 7, 1979, Gannett merged with Combined Communications of Phoenix to form a company that owns 80 daily newspapers, seven television stations, 12 radio stations, a leading outdoor advertising operation and the Lou Harris & Associates polling firm. Since that time, Gannett has added two newspapers, giving it a combined circulation of 3,520,000 papers daily, and signed an agreement in principle for WJYW(FM) Tampa, Fla., which would give Gannett one station short of a full complement of broadcast properties. Gannett anticipates revenues of more than $1 billion for 1979.

Stations now in the Gannett fold are KOCO-TV Oklahoma City; WXIA-TV Atlanta; KVTV(TV) Denver; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; KTAR-TV Phoenix; KSDO(AM)-KEZL(FM) San Diego; KIIS-AM-FM Los Angeles; WDEE(AM)-WCZY(FM) Detroit; WVON(AM)-WGCI(FM) Chicago; WWWE(AM)-WDOK(FM) Cleveland, and KSD(AM)-KCFM(FM) St. Louis. Gannett's WHEC-TV Rochester, N.Y., was spun off from the merger, and commanded a price of $27 million.

Organizational restructuring that followed the merger included the formation of a five-member office of the chief executive that included the former head of Combined, Karl Eller. However, Eller recently resigned from the company. Alvin Flanagan, who was president of Combined's Broadcast Division, now has that title for the Gannett Broadcasting Group.

Gannett posted revenue increases of 28.7% in the 12 months ending September 1979, giving it a total of $972,601,000. Earnings were $127,-

777,000, a 28.6% increase, with earnings per share up 26.5% to $3.82.

1

General Electric Co. □ *Reginald H. Jones, chairman and chief executive.*

General Electric is of such a size that its after-tax profits each year almost rival the pre-tax profits of the entire television industry. In 1978, for example, the pre-tax profits of TV networks and stations, as reported by the FCC, came to $1.647 billion, while GE's net profits were $1.23 billion. Its total revenues, $20.07 billion, were more than double those of all TV and radio broadcasters combined. GE earnings climbed 15.97% on a 14.56% rise in revenues in the 12 months ended Sept. 30, 1979. Revenues were $21,732,700,000, earnings $1,389,900,000. Earnings per share were $6.11.

Not much of these revenues and profits derive from broadcasting, although GE owned three TV, three AM and five FM stations, plus 13 cable television systems, and manufactures TV and radio receivers along with tape recorders and players and CB mobile and base station transceivers. In size, these operations are dwarfed by GE's other interests, which range from motors to nuclear equipment, gas and steam turbines, aircraft engines and mining gear. GE lumps them with lighting products, major appliances and similar goods in its Consumer Products and Services Division, which accounts for about 24% of the company's revenues and 30% of profits. Broadcasting stands to become a somewhat larger part of the balance sheet, however, upon completion of GE's projected $460.5-million to $507.9-million acquisition of Cox Broadcasting Co., which after spinning off selected Cox and GE stations to conform to FCC rules, would leave GE with five television, five AM and seven FM stations. In 1978, Cox's revenues were $230,444,000 and net profit was $33,847,000.

1979

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Fred Woodress, PR Director

35

General Instrument Corp. □ *Frank G. Hickey, chairman and chief executive.*

General Instrument is a diversified company engaged in the design, manufacture and sale of electronic and electro-mechanical components, systems and related services. It has four business segments: data products, semi-conductor products, component products and cable TV products.

Its principal cable subsidiary is Jerrold Electronics Corp., which led all other divisions in profits. For the first three quarters of this fiscal year, (March-September), Jerrold had a 54% increase over the same nine-month period last year, and the cable TV group, as a whole, had an 83% increase in orders.

For the 12 months ended Sept. 30, revenues were up 27.8% to $667,070,347, from $521,839,000 for the same twelve-month period last year. Net income was $43,410,411, up 49.9% from last year's $28,890,000.

Last spring, General Instrument acquired the assets of the cable TV business of EMI Industries Electronics Ltd.

15

General Tire & Rubber Co. □ *T.F. O'Neil, chairman; M.G. O'Neil, president and chief executive.*

GT&R is a worldwide organization, operating 51 major facilities in the U.S., and is affiliated with 20 companies in 17 foreign countries. However, it is among the five largest tire producers in the country, and tires account for the largest single source of revenue. In the four quarters ending Aug. 31, GT&R reported revenues of $2,331,101,000 and net earnings of $96,163,000. That compares with revenues of $2,153,947,000 and net earnings of $112,611,000 in the preceding 12-month period.

RKO General Inc., which includes GT&R's broadcasting properties as well as some other subsidiary interests, accounts for a major share of GT&R's operations—$33,875,000 of the net income for the four quarters ending last August, compared with $30,428,000 in the preceding 12-month period. The company owns WOR(AM)-WXLO(FM)-WOR-TV New York; WRKO(AM)-WROR(FM)-WNAC-TV Boston; KHJ(AM)-KRTH(FM)-KHJ-TV Los Angeles; WHBQ-AM-TV Memphis; KFRC(AM) San Francisco; WGMS-AM-FM Washington; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago. However, at year's end, the fate of the licenses was in doubt as a result of a history of wrongdoing on the part of GT&R that surfaced during comparative renewal hearing involving RKO's WNAC-TV. RKO had proposed resolving that case through a sale of the station to two competing applicants. But pending before the commission is the question of whether RKO is qualified to be a licensee.

97

Gray Communications System Inc. □ *James H. Gray Sr., chairman and president.*

Gray Communications, headquartered in Albany, Ga., has operations in the areas of broadcasting, publishing, electronic equipment sales and transportation. On BROADCASTING's top-100 communications companies list for the first time this year, Gray Communications had over-all revenues of $27,009,883 in 1979, up from $18,052,079 in 1978. Net income rose from $1,337,791 in 1978 to $2,069,871 in 1979.

Gray Communications has TV stations which serve markets in Albany, Ga. (WALB-TV), El Dorado, Ark.-Monroe, La. (KTVE-TV), and Panama City, Fla. (WJHG-TV). WALB-TV has been sold, subject to FCC approval, for $20,750,000 (see page 92). These broadcasting interests account for about 34% of total revenues. Publishing revenues make up 26% of total revenues, equipment sales and transportation accounting for the remaining 40% in total revenues.

82

Grey Advertising □ *Edward H. Mayer, chairman and chief executive; Mark N. Kaplan, president and chief operating officer.*

Revenues at Grey Advertising were up 14.9% to $86,127,000 during the 12 months ending last September. Earnings hit $6,243,000, 19% better than the prior year, giving a per share figure of $10.06.

Officials said that the agency had lost two major accounts, Honda Motorcycle and Amana, as of the third quarter of 1979, and added that Grey was "beginning to see a reduction in advertising by some clients, reflecting the impending business slowdown."

Grey maintains U.S. offices in New York, Chicago, Los Angeles, San Francisco and Southfield, Mich; five specialized agencies in New York and overseas offices in Argentina, Austria, Belgium, Brazil, Canada, Chile, France, Germany, Holland, Hong Kong, Italy, Japan, New Zealand, South Africa, Spain, Sweden, the United Kingdom, Uruguay and Venezuela.

In 1978 Grey chalked up TV-radio billings of slightly more than $260 million, placing fifth among U.S. agencies. Among Grey's widely diversified accounts are Procter & Gamble, General Foods, Block Drug, Revlon, General Electric, Sentry Insurance, Mennen, Timex, American Motors and B.F. Goodrich.

6

Gulf + Western Industries Inc. □ *Charles C. Bludorn, chairman; David H. Judelson, president.*

Financial services, Beautyrest mattresses, Simon & Schuster, No Nonsense pantyhose, amusement centers and masonry cement are just part of the diversified interests of Gulf + Western Industries, the 58th largest industrial corporation in the U.S.

And then there's the hits *Laverne & Shirley, Mork & Mindy, Happy Days, Taxi* and *Angie,* not to mention "Star Trek—The Motion Picture," "North Dallas Forty" and others that come under G+W's Paramount banner.

For television (series and films), Paramount brought in $124 million in revenues for the fiscal year ended July 31. That's up from the previous FY's $97 million. And by the end of its FY 1979, Paramount said it had $370 million worth of TV licensing agreements both with networks and individual stations.

From the syndication of *Happy Days,* G+W said Paramount will make more than any of its feature films aside from "Grease" and "The Godfather"—about $75 million for six years of episodes so far or $500,000 per episode. And it added, from *Laverne & Shirley,* it's expecting more.

In the future, Paramount has a $100 million commitment from ABC-TV over four years for comedy series and feature length-dramas. And on another front, it is exploring the new media: cable, pay, videodisks and videotapes.

For its fiscal year ended July 31 (latest quarterly results were not issued by press time), Gulf + Western Industries achieved "all-time highs" in sales: $5.3 billion, up 22.6%; net earnings: $227.4 million, up 26%, and earnings per share: $4.62.

42

Gulf United Corp. □ *E. Grant Fitts, chair-*

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Gulf United Corp., based in Jacksonville, Fla., is primarily in the life insurance business. But since 1977, the company has formed a broadcasting division, Gulf Broadcast Group. Its first acquisition was WVOJ(AM) Jacksonville in 1977. In 1978, WGHP-TV High Point, N.C., and KTXQ(FM) Dallas were added. That same year, Rahall Communications Corp. of St. Petersburg, Fla., merged into Gulf United. Rahall was primarily engaged in broadcasting, owning WTSP-TV St. Petersburg and six radio stations. When the merger occurred, two of the radio stations were spun off, leaving Gulf United with WTSP-TV and four new radio properties: WNDE(AM)-WFBQ(FM) Indianapolis, WKAP(AM) Allentown, Pa., and WWNR(AM) Beckley, W.Va.

Gulf United's revenues for the four quarters ending Sept. 30, 1979, were $476,719,000, up 23.1% from the previous four quarters's revenues of $386,986,000. Net earnings for the same periods were $50,902,000, up 8.3% from $46,976,000.

24

Harris Corp. ☐ *Joseph A. Boyd, chairman and chief executive; John T. Hartley, president and principal operating officer.*

Harris became a billion-dollar company in 1979. Based in Melbourne, Fla., the international manufacturer of telecommunications and information processing equipment recorded revenues of $1,012,563,000 in 1979, a 12% increase over the previous year's total of $904,-232,000. And that revenue generated earnings of $65,769,000 ($2.52 per share), a 21% increase over 1978.

The thread that ties all of Harris's 20 divisions together is communications, but the products those divisions manufacture range from the offset printing presses of the Web Press Division, based in Montataire, France, to the earth satellite stations of the Satellite Communications Division in Melbourne.

Harris should be able to report another $100 million increase in revenues in 1980, if its agreement to merge with Farinon Corp., which placed 75th on last year's top 100 and reported $93 million in revenues for its 1978 fiscal year, is consummated. Farinon, San Mateo, Calif., is a manufacturer of a variety of telecommunications products including microwave antennas and receivers and should fit neatly into Harris's organization. Under the merger agreement, Farinon stockholders will receive .8 shares of Harris stock for each share of Farinon. Based on the current selling price of Harris stock, the deal is valued at about $130 million.

Harris's Broadcast Products Division, Quincy, Ill., manufactures cameras, transmitters, studio equipment and automatic studio and transmitter systems. It expanded the division when it purchased for $13 million Consolidated Video Systems, Sunnyvale, Calif., in September. CVS's name was changed to Video Systems Operations, but it will remain a separate entity and continue the development and manufacturing of a line of digital broadcast equipment, including time base correctors.

59

Harte-Hanks Communications Inc. ☐ *Houston H. Harte, chairman; Robert G. Marbut, president and chief executive.*

The bulk of Harte-Hanks's revenues still come from its newspaper holdings, but broadcasting, strengthened by a number of acquisitions in 1978, is making a significant impact on the balance sheet. According to Robert Bidwell, the company's chief financial officer, the broadcasting division now accounts for approximately 23% of the company's gross revenues.

And broadcasting's prominence should become even greater in the future. Wayne Kearl, head of broadcasting operations, said that the company intends to acquire a full complement of stations, meaning three more TV stations and three more radio stations. The company's current portfolio: WSGN(AM) Birmingham, Ala.; KULF(AM)-KYND(FM) Houston, Tex.; KMJK(FM) Lake Oswego-Portland, Ore.; WEZI(FM) Memphis, Tenn.; KOY(AM)-KQYT(FM) Phoenix; WRVA(AM)-WRVQ(FM) Richmond, Va.; WLCY(AM)-WRBQ(FM) Tampa-St. Petersburg, Fla.; WFMY-TV Greensboro, N.C.; WTLV(TV) Jacksonville, Fla.; KENS-TV San Antonio, Tex., and KYTV(TV) Springfield, Mo. (KYTV was purchased in 1978, but not approved by the FCC and closed until January 1979.)

Another area that should increase in importance to the company is cable. The company purchased three small systems in Colorado in 1979 to complement its 12,000 subscriber system in Pasadena, Tex., a suburb of Houston. It was also awarded franchises for three other Houston suburbs—Deerpark, South Houston and LaPorte—and Hurt and Altavista, both Virginia. According to Bidwell, the company is seeking additional franchises as well as built systems.

As noted above the newspaper division, which includes 28 dailies, accounted for most of the $227,631,000 in revenues the company reported in 1979. The figure is a 33% increase over 1978's total of $170,720,000 and earnings rose to $17,891,000, a 21% increase over 1978.

49

Interpublic Group of Companies ☐ *Paul Foley, chairman and chief executive; Philip H. Geier Jr., president and chief operating officer.*

The most noteworthy news at Interpublic in 1979 was the agency group's acquisition of SSC&B Inc., effective last Sept. 1, bringing more than $700 million in billings to Interpublic. The agency complex reportedly paid $40 million to buy SSC&B and a 49% interest in the SSC&B Lintas international group.

Interpublic posted revenues for the year ending in September 1979 of $352,933,000, a rise of 19.7%. Earnings rose 23% to $21,189,000. Interpublic noted that in 1979 its agencies have benefited from new account assignments. McCann-Erickson landed the $20 million Pabst Brewing business which will take effect on Jan. 9.

In addition to SSC&B the Interpublic complex includes McCann-Erickson Worldwide, Campbell-Ewald Worldwide, the Marschalk Co. and Erwin Wasey.

The Interpublic agencies are highly active in the U.S. broadcast media. McCann-Erickson allotted $240 million to TV and radio in 1978, followed by Campbell-Ewald, $148.6 million; Marschalk, $67.9 million and Erwin Wasey, $27.5 million.

McCann's long list of broadcast active accounts includes Coca-Cola, Heublein, Buick, CPC International and Gillette. Among Campbell-Ewald's clients are Borden, Goodyear Tire & Rubber, General Motors and Libbey-Owens-Ford. In the Marschalk fold are Coca-Cola (Sprite), Drackett, Gillette, Heublein and Revlon, among others. Erwin Wasey's broadcast clients include Carnation, Gulf Oil, Julius Wile Sons (wines) and California Avocado Commission.

30

Jefferson-Pilot Corp. ☐ *W. Roger Soles, president and chief executive.*

Jefferson-Pilot Corp.'s total revenues for the four quarters ended Sept. 30, 1979, were $808,-738,000, up 11.4% from $726,024,000 for the previous four quarters. Net income for the comparable quarters was $94,292,000, up 8.5% from $86,844,000.

Although most of the company's consolidated revenues and income come from its principal subsidiaries—the Jefferson Standard Life Insurance Co. and the Pilot Life Insurance Co., both of Greensboro, N.C.—revenues and net income from the company's Jefferson-Pilot Broadcasting Co. account for a higher percentage of the company's total revenues and income this year than in the previous year. Broadcast revenues for the four quarters ended Sept. 30, 1979, were $36,448,000, or 4.5% of total revenues. The previous year broadcast revenues were $31,814,000, or 4.4% of total revenues. Net income from broadcast holdings for the comparable quarters was $6,208,000, 6.6% of the parent company's net income. During the previous four quarters, net income for broadcast holdings was $4,492,000, or 5.2% of the parent company's income.

Jefferson Pilot Broadcasting Co. finalized its purchase of WGBS(AM)-WLYF(FM) Miami from Storer Broadcasting on Dec. 31, 1979. The company also owns WBT-AM-FM-TV Charlotte, N.C.; WWBT(TV) Richmond, Va.; KIMN(AM)-KYGO(FM) Denver; WQXI-AM-FM Atlanta; WBIG(AM) Greensboro and WWIL(AM)-WHSL(FM) Wilmington, both N.C. Wallace J. Jorgenson is president of Jefferson-Pilot Broadcasting Co. At the end of 1978, North Carolina Broadcasting Co., owner of WBIG(AM) Greensboro and WWIL(AM)-WHSL(FM) Wilmington and formerly a separate subsidiary of Jefferson-Pilot Corp., became part of Jefferson-Pilot Broadcasting Co., bringing all broadcasting operations under one subsidiary.

92

Marvin Josephson Associates Inc. ☐ *Marvin Josephson, chairman and chief executive; Alvin Schulman, president and chief operating officer.*

Marvin Josephson Associates (MJA) is one of the largest talent agencies. The company operates in two industry segments: services, which includes the talent agency businesses, and communications, which includes radio broadcasting and television production. Although MJA is diversifying into production, the majority of its revenues are derived from its management services division, which accounted for approximately 85% of revenues for fiscal 1979. Communications revenues were up 35.6% from 1978. Two Detroit-market radio stations (WWKR(AM) and WNIC(FM)) acquired in 1977, showed profits in a radio market that as a whole had a 4% decline in revenues.

Revenues for the year ending September 1979 were $37,160,000, up 8.8% from the year before. Net earnings were down slightly (3.13%) from $4,797,000 to $4,647,000.

Robert Keeshan Associates Inc., NJA's first "communications" acquisition, produces the *Captain Kangaroo* CBS-TV program. One of the longest running programs, it was renewed for the 25th year in 1979.

100

Kansas State Network ☐ *Charles L. Brown, chairman; Donald D. Sbarra, president.*

KSN Inc. owns KGLD(TV) Garden City, KCKT(TV) Great Bend, KARD(TV) Wichita, all Kansas; KOMC(TV) McCook, Neb., and KTVJ(TV), Joplin, Mo. In the third quarter of fiscal 1979, broadcasting revenues were $2,775,000, up 13.8% from $2,438,000 a year ago.

KSN has been aggressively expanding its cable TV operations for several years—The number of subscribers has risen over the past two years from 8,385 to 17,000. CATV revenues for the third quarter were up 114.6% over last year's third period.

Pending approval by the KSN shareholders of a tender offer by Standard Communications ($33.50 a share for 1,886,540 shares) Kansas State Network will be sold for approximately $6.35 billion. The cable division would be spun off to Multimedia Inc. for approximately $11 million. The deal should be completed imminently.

28

Knight-Ridder Newspapers ☐ *Lee Hills, chairman; Alvah H. Chapman Jr., president and chief executive officer.*

As the name implies, this Miami-based communications firm considers itself primarily a newspaper company. However, in April of 1978 the company acquired Poole Broadcasting for $50 million (having previously sold its 45% interest in Group One Broadcasting), and John Poole, founder of the broadcasting unit, joined the Knight-Ridder board of directors. At present, Knight-Ridder operates three VHF stations and one UHF satellite, but has told its stockholders that one of the company's highest priorities is "acquisition of television stations in major markets." Backing up that claim, Knight-Ridder was high bidder for KOVR(TV) Sacramento, Calif., offering $68 million for the station, but had turned down in favor of Outlet Co.'s $65 million bid. The stations now held by K-R Broadcasting are WJRT-TV Flint, Mich., WTEN(TV) Albany, N.Y., (satellite WCDC-TV Adams, Mass.) and WPRI-TV Providence, R.I.

A separate telecommunications venture for the parent company is its Viewdata Corp. of America, which is working with AT&T to test a telephone interactive home data system called Viewtron in Coral Gables, Fla., in 1980. Said to

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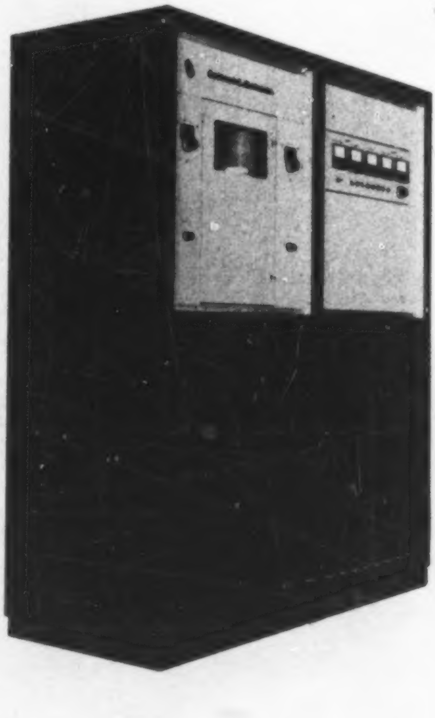

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Knight-Ridder put its newspaper circulation figures at 3.5 million daily, four million Sunday, and includes in its fold the *Detroit Free Press* and the *Philadelphia Inquirer.*

Knight-Ridder Newspapers' revenues rose 12.99% in the year ended September 1979, to $955,611,000. Earnings posted an 18.8% increase in the period, to $86,923,000, while the per share figure improved 17.8% to $2.64.

76

Lee Enterprises Inc. ☐ *Lloyd G. Schermer, president.*

Lee Enterprises is a multimedia company with strong roots in newspaper publishing and broadcasting.

Its broadcast operations—the company owns five VHF stations and owns or has an interest in four radio stations—accounted for $33,570,000, or 29% of the total revenues, and 94.85% of its pretax income of $30,563,000. It also publishes 19 dailies in Illinois, Iowa, Montana, Oregon, Wisconsin, Kansas and North Dakota. The dailies accounted for 67.5% of the $115,805,000 revenues for the year ended Sept. 30, 1979.

Its broadcast properties are: KHQA-TV Hannibal, Mo.; WTAF(AM)-WQCY-FM Quincy, Ill.; WSAZ-TV Huntington-Charleston, W. Va.; KGMB-TV Honolulu; KOIN-TV Portland, Ore., and KEAM(AM)-KGOR-FM Omaha, partially owned by the Journal-Star Printing Co. It has sold, subject to FCC approval, KIMT(TV) Mason City, Iowa.

Lee has other interests—NAPP Systems (USA) Inc., which it owns equally with Nippon Paint Co. of Osaka, Japan, and Blackhawk Films. The first manufactures and sells photopolymer plastic letterpress printing plates and the second produces and distributes vintage motion pictures.

54

The Liberty Corp. ☐ *Francis M. Hipp, chairman; Herman N. Hipp, vice chairman and chief executive officer.*

Liberty Corp. is headquartered in Columbia, S.C., and is involved in three areas: insurance, its largest operation; banking concerns in the Southwest, and broadcasting, which includes WDSU-TV New Orleans, WTOL-TV Toledo, Ohio, WIS-AM-TV Columbia, WSFA-TV Montgomery, Ala., and WQSR(FM) Sarasota, Fla., which the company added to its portfolio in July 1979 in a $1.9 million deal.

In the past year, the company earned $266,781,000, a 7.5% increase over the previous year's $248,269,000. Profits were up 11.1% to $33,119,000 from $29,801,000. Earnings per share for the last year were $3.69.

87

LIN Broadcasting Corp. ☐ *Donald A. Pels, chairman and president.*

It was a good year for LIN Broadcasting, which is involved in TV, radio and radio paging. Revenues rose evenly throughout the year ended September 1979, with a total of $56,158,000—14.2% over last year. Earnings, meanwhile, jumped 25.8% to $13,165,000, and earnings per share moved up by more than one dollar, to $4.78.

A major acquisition for LIN last year was Kingstip Communications Inc.—KTVV(TV) and KHFI-FM Austin, Tex. On May 2, 1979, LIN acquired 70% of Kingstip's outstanding shares. It increased its interest in Kingstip in August to 99%, and on Sept. 4 a merger of Kingstip into a wholly owned subsidiary of LIN was effected.

The company attributes its increase in revenues primarily to its broadcasting operations, with television scoring the heavier gains. LIN's other stations are: WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(FM) and WMJQ(FM) Rochester, N.Y.; WFIL(AM) and WUSL(FM) Philadelphia; KXAS-TV Fort Worth and KILT-AM-FM Houston, and WAVY-TV Portsmouth, Va.

LIN's radio paging operation involves tone-only radio paging, two-way mobile radio telephone and one-way tone-voice paging in the New York City area, as well as satellite tone-only facilities in Connecticut, other New York locations and Houston. Its companies include Page Boy Inc., Aircall New York Corp., Mobile Radio Message Service Inc., and Aircell of Texas Inc.

74

M/A Com Inc. ☐ *Lawrence Gould, chairman and president; Dana W. Atchley Jr., vice chairman.*

M/A Com, formerly Microwave Associates, is a rapidly expanding company in the areas of telecommunications and electronic equipment. In 1979 M/A Com had a revenue gain of 24.8%, from $99,317,000 in 1978 to $123,981,000 in 1979. Net income showed a 37.3% gain during the past year, rising from $6,095,000 in 1978 to $8,366,000 in 1979.

Part of M/A Com's expansion is due to the acquisition in 1977 of Digital Communications Corp. DCC has more than doubled in revenues since becoming a subsidiary of M/A Com. Early in 1979, M/A Com purchased another manufacturer of electronic equipment, Omni Spectra Inc.

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95
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the government and commercial sectors also contributed to a successful year. M/A Com produces 37% of its income by supplying the government with microwave semiconductors, components and assemblies used in advanced radar, electronic countermeasures and missile guidance systems. Commercial sales accounted for about 10% of M/A Com's overall sales in 1979.

22

MCA Inc. ☐ *Lew R. Wasserman, chairman and chief executive; Sidney Jay Sheinberg, president and chief operating officer.*

MCA's filmed entertainment operations—primarily Universal Television, Universal Theatrical Motion Pictures, Universal Pictures and MCA-TV—account for approximately 64% of corporate revenues of $1.2 billion for the four quarters ending September 1979. Universal Television is the largest producer of network television series and this spring will have seven-and-a-half hours on all three networks. In 1978, the last full year for which the company has an accounting, television operations contributed 31% of total corporate revenues—versus 28% from the film operations.

For the four quarters ending Sept. 30, the corporation logged a 54% increase in profits—$167 million—from a year ago.

Universal series currently on network television include: *The Incredible Hulk* (CBS-TV), *BJ and the Bear* (NBC-TV), *Buck Rogers in the 25th Century* (NBC), *The Misadventures of Sheriff Lobo* (NBC) and *Quincy, M.E.* (NBC). Joining those in the spring will be *Stone* (ABC-TV) and *House Calls* (CBS).

In addition, MCA-TV, the syndication arm of the corporation's television operations, continued its role in Operation Prime Time, launched to provide first-run syndicated product in 1977.

Theatrical releases last year were led by "The Deer Hunter," "Dracula," "The Seduction of Joe Tynan," "Yanks" and the Christmas releases, "The Jerk" and "1941." Prior to its presentation on both pay and commercial television last year, "Jaws" was rereleased by Universal.

Records and music publishing activities accounted for 12% of corporate revenues in 1978. A money losing operation in a loss-plagued industry, for the nine months ending Sept. 30, the MCA Records and other company labels lost over $15 million. As a result, Infinity Records, which was begun in 1977, was closed down by MCA last fall.

MCA's popular Universal Studio Tour continued to attract record attendance last year, and the corporation has taken an option on 300 acres near Walt Disney World in Orlando, Fla., with plans to build a similar operation there.

MCA also has entered into a joint venture with IBM Corp., DiscoVision Associates, to develop, manufacture and market video disks and players.

Other principal MCA operations include Spencer Gifts Inc., Columbia Savings and Loan Association of California, Yosemite Park and Curry Co., Landmark Service of Washington, G. P. Putnam's Sons book publishers the *The Runner* magazine. *New Times*, formerly published by MCA, ceased publication with its Jan. 8, 1979, issue.

28

McGraw-Hill Inc. ☐ *Harold W. McGraw Jr., chairman and president.*

McGraw-Hill is one of the nation's leading publishers of books and trade publications, but, with its four network-affiliated television stations, is becoming a major force in broadcasting as well. The stations are WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KMGH-TV Denver; KGTV(TV) San Diego. The stations last year expanded their electronic newsgathering capability to all operational areas. Over-all, the company, which is also active in information systems, financial services (Standard & Poor's Corp.) reported revenues of $836,573,000 and net earnings of $74,008,000 for the four quarters ending in September. That compares with figures of $731,633,000 and $60,516,000 for the preceeding four quarters.

77

MCI Communications Corp. ☐ *William G. McGowan, chairman and chief executive.*

MCI Communications operates a nationwide communications network that provides private-line services for data, visual display and other signal types. A major development in the past year was MCI's victory in court—nailed down only after the case had been considered by the Supreme Court three times—that enables it to compete with AT&T's Bell system for long-distance telephone service offered to businesses. MCI's Execunet long-distance service operates over a network of microwave radio facilities that connect with Bell's local networks. MCI, which entered its 1979 fiscal year on April 1, 1978, with 13,500 intercity circuits installed, ended the year with 21,500 installed. All told, they amount to 10.5 million circuit miles.

MCI reported revenues of $115,187,000 and net earnings of $9,433,000 for the four quarters ending in September, compared with revenues of $81,606,000 and net earnings of $5,566,000 for the preceding 12-month period.

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53

Media General Inc. ☐ *D. Tennant Bryan, chairman; Alan S. Donnahoe, president.*

Media General is a diversified communications company with newspaper, broadcast, printing and publishing operations, along with its newsprint subsidiary, which produces through a recycling process about 10% of all the newsprint manufactured in the U.S.

Media General revenues in the year ended Sept. 30, 1979, were up 13% to $269,644,000. Media General made a 48.8% gain on net income to $23,760,000.

The company's newspaper and publishing divisions, which account for about 70% of total revenues, publish six daily newspapers which serve three Southeastern cities and a financial weekly and a medical journal.

The broadcasting division of Media General, providing about 15% of total revenues, consists of WFLA-AM-FM-TV in the Tampa-St. Petersburg, Fla., market and a CATV system in Fredricksburg, Va.

50

Meredith Corp. ☐ *E. T. Meredith III, chairman; Robert A. Burnett, chief executive and president.*

Meredith's major sources of revenue continue to be magazine publishing and printing, with broadcasting making ever-increasing gains.

Revenues for the year ended Sept. 30, 1979, increased 8.4% to $323,773,000, with net earnings jumping 17% to $17,277,000, and record-breaking earnings of $5.57 per share recorded. The company attributes the gains to higher sales and operating profits produced by its printing, magazine and broadcasting operations. The only setback was in book publishing, where poor consumer response to mail order book sales during the first three quarters resulted in sharp declines in that division's profits.

Better Homes and Gardens remains the bulwark of the company. Advertising pages were down from last year, but higher advertising space rates and more four-color pages produced a gain in ad revenue. *Apartment Life*, now a decade old, and Meredith's other magazines showed an increase in advertising pages.

In the broadcasting division, the acquisition of WPGH-TV Pittsburgh was completed, and higher sales of commercial time in both radio and television helped push profits to new highs. The other Meredith stations are: WGST(AM)-WPCH(FM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha; KPHO-TV Phoenix; and WTVH(TV) Syracuse, N.Y.

41

Metro-Goldwyn-Mayer Inc. ☐ *Fred Benninger, chairman; Frank E. Rosenfelt, president and chief executive officer.*

MGM Inc.'s largest operating division includes hotel and gaming operations, and, reflecting that, the company announced on Nov. 14 that it is studying "the feasibility of restructuring the company into two separate publicly held companies—one consisting of the hotel/gaming operations and the other of filmed entertainment operations." The corporation anticipates acting on the proposal in the spring of 1980.

In fiscal 1979, which ended Aug. 31, the entertainment division accounted for 39% of MGM's total revenues of $491 million and 45% of its operating revenues of $132 million. The division includes MGM's feature film operations, and the 1979 income includes monies recognized from the $35 million license fee CBS-TV has agreed to pay for U.S. television rights to the studio's "Gone With The Wind." That is the largest license fee ever paid for a single film, and the network has rights to 20 airings of the MGM classic.

MGM's television production and distribution division had operating income of $2.6 million on revenues of $33.7 million in 1979. The studio currently has one network series, NBC-TV's *CHiPs*, as well as a number of development projects for NBC and CBS. In association with Aaron Spelling Productions, MGM produced the six-hour *French Atlantic Affair* miniseries for ABC-TV last fall. MGM's syndicated product includes the *Tom and Jerry* animated series.

MGM's hotel and gaming division includes the MGM Grand hotels in Las Vegas and Reno (both of which are undergoing extensive expansion) and a new hotel and casino to be built in Atlantic City.

44

Metromedia ☐ *John W. Kluge, chairman and president.*

Metromedia's business is entertainment and outdoor advertising. But broadcasting remains the mainstay of the company's operations. Metromedia reported revenues of $405,774,000 and net earnings of $38,485,000 for the four quarters ending Sept. 30, 1979, compared with $332,241,000 revenues and $33,419,000 net earnings in the preceding 12 months. Broadcasting revenues account for about half of the company's total, and are generated by seven television stations (all but two of them independent), six AM and seven FM outlets. (FCC regulations would permit the addition of only one more AM). The stations are WNEW-AM-FM-TV New York; WASH(FM)-WTTG(TV) Washington; WTCN-TV Minneapolis-St. Paul; KMBC-TV Kansas City, Mo.; WXIX-TV Cincinnati; KLAC(AM), KMET(FM)-KTTV(TV) Los Angeles; KRIV-TV Houston; WIP(AM)-WMMR(FM) Philadelphia; KNEW(AM)-KSAN(FM) San Francisco-Oakland; WMET(FM) Chicago; WOMC(FM) Detroit; KRLD(AM) Dallas-Fort Worth, and WCBM(AM) Baltimore.

Metromedia's entertainment properties include the Ice Capades; Metromedia Producers Corp., which produces and distributes syndicated television programs, and the Harlem Globe Trotters. And Metromedia's Foster & Kleiser and Metro Transit Advertising divisions operate outdoor and transit advertising businesses in 15 of the leading 25 markets in the country.

13

Motorola Inc. ☐ *Robert W. Galvin, chairman; William J. Weisz, president.*

Motorola, a manufacturer of electronic components and equipment, made a good showing in 1979. Over-all sales made a 22.6% gain from $2,109,451,000 in 1978 to $2,585,579,000 in 1979. Net earnings showed a 24.1% increase during the year, climbing from $122,045,000 in 1978 to $151,514,000 in 1979.

In the Communications group, Motorola took action to counteract a decreased profit margin in 1978 due to several unanticipated cost factors. This group, which accounts for about 44% of total revenues, manufactures two-way radio equipment, TV and microwave systems.

Major contracts awarded Motorola during 1979 included one for $9.2 million by the Chicago Transit Authority for a two-way communications system. A major order of radio pagers was received from Belgium for use in its country-wide paging system.

95

Movielab Inc. ☐ *Saul Jeffee, chairman and president.*

During the past year, Movielab experienced a 17.4% increase in over-all revenues, grossing $33,038,030 in 1979 compared with $28,143,516 in 1978. Including tax reductions, net income showed a 156% gain from $634,134 in 1978 to $1,626,720 in 1979.

Movielab is a leading professional motion picture processor of film used for theater, television, educational and industrial viewing. Among the motion pictures processed by Movielab during 1979 were "The Amityville Horror" and "Love At First Bite." Movielab processing is also identified with television series including *Eight Is Enough*, *Laverne & Shirley*, and *Charlie's Angels*.

73

Multimedia ☐ *J. Kelly Sisk, chairman; Wilson Wearn, president.*

Multimedia's media include 10 daily and 19 nondaily newspapers; five VHF television stations and 12 AM and FM radio stations, most of them in the Southeast. The *Phil Donahue Show*, now seen in 154 television markets, is another Multimedia property. Multimedia reported revenues of $126,809,636 and net earnings of $17,946,601 for the four quarters ending in September. Comparable figures for the preceding 12 months are $105,785,938 and $14,617,306. Broadcasting accounted for more than half of the company's revenues—more than $67 million of the company's revenues in the last four quarters.

The company reduced its broadcast holdings by one when the FCC approved Multimedia's swap of WBIR-AM-FM Knoxville and $1.5 million for Stoner Broadcasting's WVEZ(FM) Louisville. However, awaiting FCC approval is the purchase of WZTV(TV) Nashville from Reel Broadcasting Co. Multimedia's other broadcasting properties are WLWT(TV) Cincinnati; WFBC-AM-FM-TV Greenville, S.C.; WBIR-TV Knoxville; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII-TV Winston-Salem, N.C.; WAKY-TV Louisville, Ky.; KAAY(AM)-KEZQ(FM)

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38

New York Times Co. □ *Arthur Ochs Sulzberger, chairman and president.*

The New York Times Co. is a diversified, publicly owned communications corporation. Its principal interest is publishing the *New York Times*, which ranks second among the three New York dailies in circulation but, since 1918, first in total advertising. Among its other properties are four broadcast stations—WREG-TV Memphis, WQXR-AM-FM New York and KFSM-TV Fort Smith, Ark. The Fort Smith station's purchase was approved by the FCC in August. The company also publishes magazines, books and educational materials, engages in electronic information retrieval and the worldwide syndication of news and features, and owns minority interests in three Canadian newsprint companies. The Times reports revenues of $584,676,000 and net earnings of $27,264,000 for the four quarters ending September 1979, compared with revenues of $518,748,000 and net earnings of $21,002,000 for the preceding year. The Times's performance was adversely affected late in 1978 by an 88-day strike at the *Times* that ended on Nov. 5.

46

A. C. Nielsen Co. □ *A. C. Nielsen Jr., chairman; N. E. Harden, president.*

During the four quarters ending Sept. 30, 1979, total revenues for the A. C. Nielsen Co. rose 22.9% from $323,831,000 during the previous four quarters to $398,106,000. Net income during the same four quarters rose 7.5% from $24,297,000 in the previous four quarters to $26,131,000. The company, which now provides 68 research and information services to 22 countries, has its world headquarters in Northbrook, Ill. Services are now grouped into seven categories: Marketing Research (measuring actual retail sales); Media Research (measuring national and local TV audiences); Clearing House (coordinating coupon redemption between retailers and manufacturers); Neodata (maintaining and updating various types of mailing lists); Custom Research (custom designing research for business organizations); and Petroleum Research (providing information on oil exploration and production).

Newest to A. C. Nielsen are its Dataquest Services which provide information for evaluating technological and marketing developments in a number of industrial markets. Also new to the company is Healthcom Inc., a subsidiary that provides information and billing and inventory control services to drug store pharmaceutical departments. In 1978, A. C. Nielsen acquired Powers Elevation Co., and during fiscal 1979, it acquired Petro Well Libraries, Trollinger Geological Associates Inc., Schmidt & Pohlmann GmbH, Con Quip Consultants and Prime Resources Inc.

14

North American Phillips Corp. □ *Pieter C. Vink, chairman and chief executive; Cees Brynes, president and chief operating officer.*

The average consumer might know North American Philips Corp. best if shown a Norelco shaver or Magnavox color television. But this company—which crossed the $2 billion mark in sales in 1978—offers a variety of products ranging from sodium lamps to fungicides.

For the year through Sept. 30, 1979 Philips earned $2.4 billion in revenues (up 11.8%) and $80.2 million in net earnings (up 22.8%). Earnings per share were $6.17.

Primarily an electronics conglomerate, North American Philips owns Magnavox. Through it, the company not only sells color TV's but has added videodisk players (Magnavision); videocassette recorders; and video game systems (Odyssey). It also sells radios and stereos.

And for broadcasting—behind the scenes—Philips offers TV cameras, monitors, transmitters and microphones. For the cable TV industry, Magnavox has a channel converter and addressable tap system.

North American Philips Corp. is about 62% owned by a trust benefitting shareholders of the Dutch company N.V. Philips.

56

Oak Industries □ *Everett A. Carter, chairman and chief executive.*

Oak Industries enjoyed a successful year (ended September 1979) with revenues of $257,175,000, a 47% increase over the previous year. The most substantial gain, however, has been within the company's net earnings where an increase of 177% occurred. Oak's communications division played a major role in this year's rise in sales and profits, with subscription television as the forerunner in that group.

The units that make up Oak Industries are communications and technology. Subscription television and the materials group are the company's main thrust.

Oak Industries' subscription television service in Los Angeles is believed to be the first and only successful one of its kind. With a growth rate of 10,000 to 12,000 new subscribers each month, Oak's over-the-air STV system is responsible in part for the huge increase in profits for the company this year. Working in conjunction with Time Inc., Oak's STV system is now available in the Phoenix and Ft. Lauder-

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60

Ogilvy & Mather International ☐ *John Elliott Jr., chairman; James Benson, vice chairman.*

Though revenues at Ogilvy & Mather were on the climb in 1979 by an expected 20%, net income was running slightly behind 1978 in the first nine months of the year. The agency attributed the fall off in profits to higher effective tax rates in federal, state and local taxes and to a larger foreign tax rate.

Ogilvy & Mather's revenues for BROADCASTING's survey period were $207,867,000, up 19.6% over the comparable period a year earlier. Earnings showed a 5.2% rise, to $12,531,000, with the per share earnings $3.08.

Ogilvy is an international agency with 69 offices in 28 countries and has a staff of about 5,100. Roughly half of the agency's revenues of more than $200 million annually comes from outside the U.S.

In 1978 Ogilvy was in ninth place among broadcast agencies, spending almost $215 million in the U.S. Its roster encompassed such advertisers as American Express Co., Bowery Savings Bank, Campbell Soup, Chesebrough-Pond's, Clairol, General Foods, Hershey Foods, International Playtex, Lever Bros., Menley & James, F&M Schaefer Brewing Co., and Sears, Roebuck & Co.

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51

The Outlet Co. ☐ *Joseph S. Sinclair, chairman; Bruce G. Sundlun, president and chief executive.*

The Outlet Co., which has been bolstering its holdings in broadcast station ownership, now operates four TV stations, six radio stations and 169 department, women's and men's speciality stores in 20 states and the District of Columbia.

Its more recent station buying and selling:

■ The company executed an agreement with McClatchy Newspapers to acquire KOVR(TV) Sacramento-Stockton, Calif, for a record-breaking $65 million (BROADCASTING, July 9, 1979). Outlet reported that it will hold at least 90% of the stock in a subsidiary corporation: KOVR-TV Inc., and the balance of the stock will be owned by ethnic minority individuals in the Stockton-Sacramento area. The agreement is subject to FCC approval.

■ Outlet Co is exchanging its WJAR(AM) Providence, R.I., for WRLM(FM) Taunton, Mass., subject to FCC approval (BROADCASTING, Oct. 19, 1979).

■ Outlet received FCC authorization to purchase WIOQ(FM) Philadelphia for $6.4 million (BROADCASTING, Sept. 3, 1979). It also received commission approval for the acquisition of WQRS-FM Detroit for $2 million (BROADCASTING, Nov. 26, 1979).

Filling out Outlet Co.'s broadcasting complement are WJAR-TV Providence; WDBO-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WTOP(AM) Washington and KIQQ(FM) Los Angeles.

Outlet's revenues in the four quarters prior to Oct. 31, 1979, were $312.2 million, up just 1.7% from $307 million in the preceding four quarters. And earnings for the more recent four quarters were $198,000, down sharply from $10,364,000 in the preceding four quarters.

The decline was mostly attributed to reductions in gross margins in the retailing divisions and to lower sales in the specialty stores division.

Outlet also noted that while there was an increase in sales in the broadcasting division during the most recent quarter, there also were one-time expenses incurred in the new *PM Magazine* programing on all its TV stations and in extensive coverage of the Pope's visit and Hurricane David.

85

Post Corp. ☐ *V. I. Minahan, president; David L. Nelson, executive vice president and treasurer.*

The Post Corp. of Appleton, Wis., owns five television stations, three radio stations, a newspaper group, three commercial printing companies and a TV and film production company in Green Bay, Wis. Post experienced a dip in net earnings last year. The 3.1% loss was on earnings of $3,867,000 for the four quarters ending Sept. 30, 1979, down from $3,990,000 for the previous four quarters. Revenues were $66,508,000 last year, up from $51,574,000 the year before, a 28.9% increase. Post cited three factors responsible for the earnings dip: higher interest costs; higher pension fund costs, and a policy of improving product at several subsidiaries, primarily at WOKR(TV) Rochester, N.Y., where the company is upgrading the news department. Post's other television stations are: KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa; WEAU-TV Eau Claire, Wis.; WLUC-TV Marquette, Mich., WLUK-TV Green Bay, Wis. Its radio properties are: KBIZ(AM) Ottumwa, WAXX(FM) Eau Claire and WAYY(AM) Chippewa Falls, Wis.

3

RCA Corp. ☐ *Edgar H. Griffiths, chairman and chief executive; Maurice R. Valente, president and chief operating officer.*

RCA's revenues reached $7,323,100,000 in the 12 months ended Sept. 30, 1979, a 14% increase from the year earlier. Net earnings totaled $288,900,000, a gain of 7.5%. Earnings per share for the period were $3.79.

Broadcasting and broadcast equipment have always been—and they remain—among RCA's principal businesses. But in recent years the company's NBC subsidiary has been replaced by another subsidiary, the Hertz Corp., as RCA's number one profit center. When the pending $1.35-billion acquisition of the CIT Financial Corp. is completed, broadcasting may slip down into third place, for CIT's 1978 earnings of $86.5 million slightly exceeded Hertz's. RCA bought 10,190,000 or 49% of outstanding CIT shares in a tender offer at $65 a share in November, and a tender offer for the remaining shares, also at $65 a share but payable in RCA stock rather than cash, is expected next month.

In addition to the CIT acquisition, RCA announced plans to sell its Banquet Foods and Random House subsidiaries. The foods and publishing companies are "highly successful," RCA said, but "not in industries that relate to our strategic plan for RCA's long-range development"—a consideration that led to the sale, earlier in 1979, of the RCA Alascom telephone company for $209 million. For the future, the company intends to concentrate on four basic areas: The Hertz operations, NBC, financial and consumer products and services and electronics and communications.

Broadcasting in 1978 accounted for about 18% of RCA revenues and 23% of pretax profits. The Hertz car-rental operations represented 14% of revenues and 30% of pretax profits. Consumer electronic products and services produced about 26% and 32%, commercial electronic products about 13% and 17%, communications (including RCA Global Communications and RCA American Communications), 5% and 13%, and government systems and services, 8% and 4%.

RCA is also a leading marketer of home videocassette recorders, under the SelectaVision label, and announced in December that it would go to market early in 1980 with its SelectaVision videodisk player and related programing.

RCA-NBC broadcasting interests include the NBC Radio network, NBC-TV network, The Source radio network; five TV stations (WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC[TV] Los Angeles), and four AM-FM combinations (WNBC[AM]-WYNY[FM] New York; WRC[AM]-WKYS[FM] Washington; WMAQ[AM]-WKQX[FM] Chicago and KNBR[AM]-KYUU[FM] San Francisco).

5

Rockwell International Corp. ☐ *Robert Anderson, chairman and chief executive; Donald R. Beall, president and chief operating officer.*

Rockwell's 39 U.S. operations and 27 foreign subsidiaries and affiliates combined to give the company revenues of $6,254,600,000, up 16.2%. And earnings for the same period rose 47.8% to $261,100,000 while per share earnings increased 46% to $7.33.

Some of the company's products include its Electronics group's new bubble memory device for computers and microprocessor-based equipment and digital microwave systems; the Commercial Telecommunications group's production and installation of microwave equipment for the Saudi Arabian intra-kingdom communications network and construction of a microwave manufacturing facility in Korea. It also completed work on the construction of 158 satellite earth stations for the Corporation for Public Broadcasting.

47

Rollins Inc. ☐ *O. Wayne Rollins, chairman* *and chief executive officer; R. Randall Rollins, president and chief operating officer.*

Rollins is a diversified service-oriented company with almost half of its revenues coming from its termite and pest-control activities. Its media operations, which account for about 15% of Rollins's revenues, include three TV, one FM and five AM stations, two cable TV systems and outdoor advertising facilities.

The broadcast properties are WCHS-AM-TV and WBES(FM), all Charleston, W.Va.; WEAR-TV Pensacola, Fla., WPTZ(TV) Plattsburgh-North Pole, N.Y.; KDAY(AM) Santa Monica, Calif.; WAMS(AM) Wilmington, Del.; WBEE(AM) Harvey, Ill., and WRAP(AM) Norfolk, Va. The CATV's are in Wilmington and New Haven, Conn.

Other major segments of Rollins: Orkin Exterminating Co., which provides protection against termites, rodents and other insect pests; Rollins Protective Services, which installs and maintains security and protection systems in homes and businesses; Patterson Services, supplier of equipment and services to offshore oil and gas field operations; Rollins Services, custom janitorial and housekeeping services, and Carole Fabrics, wholesale custom drapery and fabric company.

Rollins's earnings for the four quarters that ended Sept. 30, 1979, were $30,576,451 on revenues of $356,571,528. In the preceding four quarters earnings were $27,554,075 on revenues of $307,203,396.

In releasing its annual report for the company's fiscal year that ended last June 30, Rollins pointed out that for 19 consecutive years, since the company became public, profits had increased every year.

89

San Juan Racing Association Inc. □ *H. N. Glickstein, president and chairman of executive committee.*

Revenues totaled $46,427,316 for the four quarters ending Sept. 30, 1979, a 19.8% increase over revenues for the preceeding four quarters. Net income was $4,870,026, up 201.6%, due in large part to SJR Communications Inc.'s WKTU(FM) New York, which had a 637% increase in net income before taxes in fiscal 1979.

In addition to WKTU, which, during much of last year was rated New York's number one radio station, SJR owns nine other major-market stations: WJIT(AM) New York, WUST(AM)-WJMD(FM) Washington, WKLS-AM-FM Atlanta, WQAL(FM) Cleveland, WYSP(FM) Philadelphia, KRLY(FM) Houston and KNUS(FM) Dallas. It sold WTMI(FM) Miami in March 1979.

A subsidiary of SJR sold the Washington Diplomats Soccer Club in October 1978, ending operating losses incurred since it acquired the club in 1975.

San Juan Racing's communications division has in past years trailed its race track division in revenues and income, but for the four quarters ending Sept. 30, 1979 and for the preceeding four quarters, SJR Communications outpaced the track in income. Revenues for the four quarters ending Sept. 30, 1979 were $24,746,010 from the track and $12,691,306 from SJR, while net income was $593,864 from the track and $3,095,561 from SJR. For the previous four quarters revenues from track and SJR were $23,104,986 and $15,679,698, respectively, while net earnings were $583,552 and $1,966,195.

In late October 1979, the Roy E. Disney family's Shamrock Broadcasting Co. offered to buy all of SJR's radio stations and certain related broadcasting assets for $62 million plus assumption of approximately $5 million of related bank indebtedness. The form of the transaction has not yet been determined.

21

Schering-Plough Corp. □ *W. H. Consen, chairman; Richard J. Bennett, president and chief executive.*

Although this Kenilworth, N.J.-based company owns 10 radio stations through its Plough Broadcasting, its bread and butter is ethical and proprietary drugs, cosmetics and toiletries.

Revenues last year were up 28% to $1,370,976,000, while profits for the same period jumped nearly 15% to $216,571,000. Earnings per share during the year were $4.03.

The company purchased two pharmaceutical operations last year, one in Argentina and one in England, and it is constructing a new one in Puerto Rico. Its broadcast holdings, however, did not increase, and the FCC approved the sale of the company's Boston stations, WACQ(AM)-WTTK-FM.

Its radio properties include: WPLO(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WJJD(AM)-WJEZ(FM) Chicago; WMPS(AM)-WHRK(FM) Memphis, and WSUN(AM) St. Petersburg-WQXM(FM) Clearwater, Fla.

68

Scientific-Atlanta Inc. □ *Sidney Topol, chairman and president.*

Headquartered in Atlanta, this equipment manufacturer has been an early and leading participant in satellite communications through its production of earth station antennas and ancillary products. In March of 1979, S-A began operations at a new 112,000 square foot plant designed for the mass production of satellite antennas, with an average of 100 units a month. The company's line of products includes earth station electronics, and for CATV systems: head end equipment, distribution amplifiers and converters. S-A made headlines in 1979 when its Homesat subsidiary began offering, through the Neiman-Marcus retail organization, satellite receiving dishes for private individuals. S-A has also manufactured several hundred satellite stations for Comsat's Marisat communications system. Prior to 1970, the bulk (95%) of S-A's business was with the government, now that percentage is approximately 20%. The company expects the "electronic warfare" market "to expand significantly in the 1980's." Several Scientific-Atlanta subsidiaries are active in the electronic instrumentation field, with vibration analyzers and digital component test devices among their products. Other S-A endeavors include furnishing wireless devices for the Rollins Protective Services home security service, and manufacturing energy load management equipment.

In the fourteen months ending November 1979, Scientific Atlanta raised approximately $35 million through stock offerings, monies which it intends to use to finance the expansion of its cable and satellite antenna facilities.

Scientific-Atlanta's revenues for the year ending September 1979 were $142,876,000, a 43.7% jump over the year earlier. Earnings were up by an even greater percentage, 57.7%, to $8,382,000. On a per-share basis, the increase was 28.1%, to $1.87, which reflected growth in common shares outstanding.

84

Scripps-Howard Broadcasting Co. □ *Jack R. Howard, chairman; Donald L. Perris, president.*

Scripps-Howard is a Cincinnati-based group owner of six television and three radio stations. During the past year, television generated approximately 95% of the company's total revenues. But Scripps-Howard's latest acquisition is in radio: It has purchased, subject to FCC approval, WITH-AM-FM Baltimore from Reeves Telecom, although it is selling the AM to comply with the FCC's multiple ownership rules. Its other radio stations are WMC-AM-FM Memphis and WNOX(AM) Knoxville, Tenn. Its television stations are WCPO-TV Cincinnati; WEWS(TV) Cleveland; KTEW(TV) Tulsa, Okla.; WPTV(TV) West Palm Beach, Fla.; WMC-TV Memphis, and KBMA-TV Kansas City, Mo. Scripps-Howard also plans to get into the cable television business, and last year, it entered into a partnership with American TransCommunications of Greenwich, Conn., and Cablevision, a Long Island-based company. It has applied for the cable franchise in lower Fairfield County, Conn. Scripps-Howard's parent company, E.W. Scripps Co., is a major newspaper owner.

Revenues for the four quarters ended Sept. 30, 1979, were $69,245,237. This was an increase of 12.3% over the previous four quarters of $61,606,583. Net earnings were $15,653,180, up 13.6% from the earlier four quarters of $13,772,104.

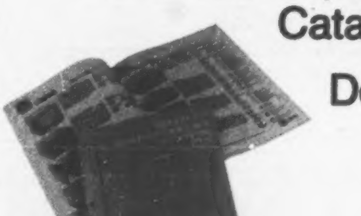
90

Sonderling Broadcasting Co. □ *Egmont Sonderling, chairman and president.*

During the year, the Miami-based group broadcaster saw revenues rise 7.8% to $41,528,099, while net earnings over the same period were up 8.3% to $3,511,034.

In addition to its broadcast properties, Sonderling also operates movie theaters and drive-ins in New England and upper New York state, and its MGS Services, a fully-owned subsidiary, duplicates and stores filmed and taped TV commercials, programs and radio commercials.

In June 1978, the company entered into an agreement to merge into Viacom International Inc. Under the terms of the agreement, Sonderling will spin off its motion picture operation and WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago) to Egmont Sonderling, who, with



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other members of his family, owns about 25% of the company.

Last November, the FCC approved the transfer of control of Sonderling's stations pursuant to the merger. But a class action suit filed last year alleges that the proposed split-off and merger are unfair to Sonderling's stockholders, and seeks to enjoin consummation of the deal. As it stands now, the companies are awaiting final determination by the Delaware courts where the suit was filed, and a supplemental ruling by the Internal Revenue Service, but Sonderling expects that the merger will be consummated early this year.

The company's other broadcast properties include: KDIA(AM) Oakland, Calif.; WMZQ(FM) Washington; WAST(TV) Albany, N.Y.; WWRL(AM) and WRVR(FM) New York; WDIA(AM) and WQUD(FM) Memphis; and KIKK(AM) Pasadena, Tex.-KIKK-FM Houston. In addition, the FCC in 1979 approved the sale of its WDAS-AM-FM Philadelphia, and it also sold WOL(AM) Washington for $950,000 under the FCC's distress sale policy.

12

Sony Corp. ☐ *Akio Morita, chairman and chief executive; Kazuo Iwama, president and chief operating officer.*

Sony's revenues for the year ending October 1979 were up 20%, to $2,690,000,000, from $2,240,000,000 the year earlier. However, earnings were off 31.5%, dropping from $108,300,000 to $74,100,000. Per share figures declined from $.50 to $.34. A recurring problem for Sony that impacts the company's earnings is foreign exchange loss or gain generated by changes in the exchange rate between yen and dollars: foreign exchange loss in 1979 was $129,600,000, while in 1978 the company benefitted from a foreign exchange gain of $91,500,000.

Sony Corp., the Japan-based manufacturer of electronics equipment, operates in this country under the aegis of its subsidiary Sony Corp. of America. That outfit is, in turn, divided into three separate companies concentrating on specific product lines: Sony Consumer Products Co., which includes Betamax video recorders among its range of products; Sony Video Products Co., which markets Sony's professional and industrial video lines; and Sony Industries, which handles professional and consumer audio equipment, business communications devices and magnetic tape.

The past year has seen a number of significant developments for Sony on the video front. The company introduced the Betascan feature in its videocassette recorders, giving them a technical advantage (fast foward and reverse speeds that still show a recognizable image on the screen) over VHF format units that Sony hopes will translate into consumer purchases. This past October, Sony received a favorable California Federal District Court ruling in the "Betamax Case," the copyright suit brought by motion picture companies Universal and Disney that struck at the heart of the home video recorder market: taping off-the-air by consumers. In the home videodisk area, Sony and N.V. Philips announced a patent exchange agreement that covers optical audio and video disk systems. Also, Sony shared an engineering Emmy with Ampex for the development of the compatible one-inch type C format for professional video recording.

Sony has made major commitments to manufacturing in the United States, with a San Diego color television plant whose annual unit volume is 500,000 and a Dothan, Ala., tape facility that turns out 500,000 videocassettes a month. It also is involved in several joint ventures with American companies in Japan, including CBS/Sony, Sony/Tektronix and Sony-Everready projects. The CBS/Sony records business had about $170 million in sales in 1978. Departing from electronics-related fields, Sony and the Prudential Insurance Co. have announced the formation of another joint venture, to begin operations later this year.

64

Storer Broadcasting Co. ☐ *Peter Storer, vice chairman and chief executive officer; Bill Michaels, chairman and chief financial policy officer; Terry H. Lee, president and chief operating officer.*

Storer Broadcasting's net earnings climbed 42.17% and revenues 21% in the 12 months ended Sept. 30, 1979. Earnings reached $26,424,000, revenues $170,797,000. Earnings per share were $5.18.

Storer over the past year has been a company in transition. In December 1978, after years of agonizing over what to do about its radio stations, the company decided to sell them and concentrate on cable TV and its seven television stations. Four of the five remaining Storer radio outlets, built up over more than 50 years in the radio business, were sold in 1979, subject to FCC approval, at prices totaling $42 million. The fifth, WLAK(FM) Chicago, acquired in 1978 for $4.25 million, is expected to be put on the market after Storer has held it for three years as required by the FCC.

In moving out of the radio business, Storer emphasized it was motivated by "a particular situation"—the need for large sums for a cable expansion program that already had accelerated "far beyond our hopes and expectations." In 1979, Storer announced a $250-million cable

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expansion program and, later, secured $120 million in long-term financing for its cable ventures in September. The company currently has cable systems serving more than 325,000 subscribers in 16 states. In 1978, cable accounted for about 18% or $26.5 million of revenues and 17% or $6.5 million of operating profits. The broadcast stations, by comparison, represented 79% or $118.4 million of revenues and 91% or $35.7 million of profits, with most of both revenues and profits presumably from TV. Other broadcast-related businesses, chiefly the Storer Television Sales subsidiary, yielded about 3% or $4.8 million of revenues and almost 5% or $1.9 million of operating profits.

Storer's television stations are WAGA-TV Atlanta, WSBK-TV Boston, WJKW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego and WSPD-TV Toledo, Ohio. The company's sale of WSPD(AM) Toledo to Wood Broadcasting for $3.3 million was approved by the FCC in November 1979. Still awaiting FCC action are its sales of WGBS(AM)-WLYF(FM) Miami and WHN(AM) New York.

61

Taft Broadcasting Co. ☐ *Charles S. Mechem Jr., chairman; Dudley S. Taft, president.*

Taft has pursued an active acquisition program in recent years. In its fiscal year ended March 31, 1979, almost half of its revenues derived from broadcasting; about one-fourth from its TV and motion picture production and distribution operations and almost one-fourth from its amusement parks. The broadcasting and production/distribution shares are likely to grow significantly. In April, the company bought 81% interest in QM Productions, a leading production company with a film library containing over 1,000 hours of prime-time programing, for $12 million, and in September Taft acquired Worldvision Enterprises, said to be the world's largest privately owned TV distribution company, in a stock deal valued at $14.2 million. The Worldvision purchase strengthened Taft's position in international as well as domestic television sales, providing nine overseas offices as well as four in the U.S. In broadcasting, it consummated its $15.5 million purchase of WDCA-TV Washington in August (although that acquisition is being opposed in court) and, earlier, bought WDAE-FM Tampa, Fla., for $5.5 million to go with WYNF(FM) St. Petersburg, which it acquired in September 1978 for $2 million.

Taft also announced plans for expansion of its amusement park interest by building, as 75% owner in a partnership with the Great-West Life Assurance Co. of Canada, a major regional theme park in Toronto, at a total investment of $105.8 million (Canadian). The park, "Canada's Wonderland," is scheduled to open in 1981. The company's existing parks are Kings Island, a wholly owned subsidiary near Cincinnati, and three in which it is in partnership with the Kroger Co.: Kings Dominion, near Richmond, Va.; Carowinds, near Charlotte, N.C., and Hanna-Barbera's Marineland, which opened under Taft management in May 1978.

The Taft stations are WBRC-TV Birmingham, Ala.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati; WTVN-AM-TV and WLVQ(FM) Columbus, Ohio; WDAF-AM-TV and KYYS(FM) Kansas City, Mo.; WTAF-TV Philadelphia; KQV(AM)-WDVE(FM) Pittsburgh; WDAE(AM)-WYNF(FM) Tampa-St. Petersburg and WDCA-TV Washington.

Taft's production/distribution operations, in addition to the Worldvision and QM acquisitions, include Hanna-Barbera Productions; Hanna-Barbera Enterprises; Taft, H-B Program Sales; Solow Production Co.; Cinemobile Systems and the Sy Fischer Co. Other Taft interests include Kings Island Inn, Kings Island Real Estate Co., Jack Nicklaus Golf Center (a partnership), Taft Travel Agency and operation of the College Football Hall of Fame.

Taft reported a 17.6% gain in net earnings on a 23.54% rise in revenues in the 12 months ended Sept. 30, 1979. Earnings were $24,399,000; revenues $194,866,000. Earnings per share were $3.40.

69

Technical Operations Inc. ☐ *C. Vincent Vappi, chairman; Marvin G. Schorr, president.*

Technical Operations, based in Boston, has three groups: a construction business, operating in the Northeast and Rocky Mountain area; the technology group, which makes solid state controls for electric vehicles; nondestructive nuclear testing radiation monitoring equipment, and the broadcasting group, McCormick Communications (of which Tech Ops owns 80%). Although the construction group provides Tech Ops with most of its revenues, the broadcasting group continues to grow, and last year, it bought WFOG-AM-FM Norfolk-Suffolk, Va. It also owns WLKW-AM-FM Providence, R.I., and WJYE(FM) Buffalo, N.Y. Tech Ops reports it is actively looking to acquire additional broadcasting properties.

Last year, the company's revenues were up 48.3%, from $92,017,000 to $136,508,000. Net earnings were also up: 95.7%, from $949,000 to $1,858,000.

29

Tektronix Inc. ☐ *Howard Vollum, chairman; Earl Wantland, president and chief executive.*

This manufacturer of sophisticated electronic equipment had its last decline in earnings or sales in 1971. Since then, it's been steadily reporting increases. This year was no exception. Revenues were up 31.1% to $835,554,000 from the year earlier total of $637,324,000. It posted earnings of $81,475,000, up 38% from the previous figure of $59,052,000. Per share earnings rose from $3.31 last year to $4.51, a 36.3% rise.

The company has two major divisions—test and measurement products and information display equipment. Test and measurement sales account for about 78% of the company's total sales and includes oscilloscopes, plug-in instrument systems, spectrum analyzers, pulse generators, amplifiers, logic analyzers, cable testers, power supplies, probes, attenuators and waveform cameras. For the television industry, the group makes waveform and picture monitors, signal generators and vectorscopes for testing and displaying the quality of video transmissions.

The information display group, which contributed approximately 22% of the firm's net sales, manufactures graphic computer systems utilizing CRT's, microprocessors and keyboards. This division also includes the Grass Valley Group, which makes television routing switchers and special effects systems for TV production.

83

Tele-Communications Inc. ☐ *Bob Magness, chairman; John C. Malone, president and chief operating officer.*

TCI Inc. has two major business concerns. Its cable TV business, Community Tele-Communications Inc. (CTCI) and its microwave division, Western Tele-Communications Inc. (WTCI). For the past several years, including 1979, the cable division has accounted for 90% of revenues while microwave accounted for the remaining 10%.

In the first quarter of 1979 TCI consolidated its TV cable affiliate, Athena Communications Corp., which accounts for the extraordinary 649% increase in net earnings from 1978 to

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1979. Athena sold some 543,300 shares (out of a total 765,000 shares owned) of Resorts International, an Atlantic City, N.J., casino operator, yielding net proceeds in excess of $20 million. Revenues for the four quarters ended September 1979 were $83,321,000, up 30.9% from the same period last year. Basic cable subscriptions increased 14.3% from 700,000 in 1978 to 800,000 in 1979.

The microwave division operates 16,000 miles of microwave communication. WTCI's revenues come mainly from cable TV outfits (including CTCI) and network broadcasters.

65

Teleprompter Corp. □ *Jack Kent Cooke, chairman and chief executive; Russell Karp, president and chief operating officer.*

Teleprompter Corp. is the nation's largest cable television company with about 1,200,000 subscribers to 114 systems in 32 states. Teleprompter also owns Muzak, which supplies background music to commercial and industrial establishments, and Filmation Associates, a major supplier of children's TV programing. Revenues for the twelve months ended Sept. 30 were $165,686,000, up 15.8% from $143,092,000 a year earlier. Net income also increased to $12,056,000, from $10,981,000.

Teleprompter used all of its outstanding debt to finance the expansion of its cable television operations, especially its 50% owned Manhattan and Los Angeles systems. It believes the Los Angeles system will become profitable this year, but says the Manhattan system needs additional subscribers and rate adjustments and profits are not expected in the near future.

Besides the partly-owned systems in Manhattan and Los Angeles, Teleprompter has systems in cities such as Mobile, Ala.; Oakland, Calif.; St. Petersburg, Fla.; Duluth, Minn.; Reno; Seattle, and El Paso, Tex. Through its company-owned operations and franchises, Muzak serves all major cities in the United States and Canada and more then 100 cities throughout the world. Filmation supplies CBS with its *Fat Albert* series and NBC with *Flash Gordon*.

In the past year, Teleprompter acquired a 50% interest in Viacom's Showtime, the nation's second largest pay cable programing network.

58

J. Walter Thompson Co. □ *Don Johnston, chairman and chief executive; Wayne Fickinger, president and chief operating officer.*

J. Walter Thompson Co. continues as America's largest advertising agency on a worldwide basis with revenues of $242,597,000 in the year ended September 1979, 12.4% higher than a year earlier. Earnings were up 6% to $12,820,000.

In the past year it has acquired an agency in Britain and others in Holland and Singapore. Its expansion plans include the U.S. too: in September JWT entered into an agreement to buy World Wide Agency Inc., said to be the largest recruitment advertising agency with 1979 billings estimated at more than $70 million. The transaction is expected to be completed this month.

A significant personnel change was made in December when Wayne Fickinger was advanced from president and chief operating officer of North American operations for JWT to president and chief operating officer worldwide.

JWT is regarded as runner-up only to Young & Rubicam in domestic billings and in TV-radio billings. in 1978 it reported broadcast billings of $495.1 million from a host of accounts, including National Airlines, Goodyear Tire & Rubber, Schlitz Brewing, Pepsi-Cola (various brands), Ford Motor, Seven-Up, Burger King, Quaker Oats, Sears Roebuck and Gillette.

7

3M Co. □ *Raymond H. Herzog, chairman; Lewis W. Lehr, vice chairman and chief executive officer.*

This diversified company has nine major product divisions that produced sales of $5,261,745,000, up 17.4% from the year earlier. Earnings totaled $635,225,000, a 21% gain and per share earnings rose 20.2% to $5.42.

The recording materials division manufacturers a broad range of magnetic audio and video recording tape for commercial broadcasting and home markets as well as disks and cartridges for computer applications and is developing recording systems using digital audio technology. The division contributes about 9% of the company's total sales.

3M's other division's include abrasives, adhesives, building services and chemicals; advertising services and protective products; business products; consumer products, electrical products; health care products and services; photographic, printing, industrial graphics and static control systems.

16

Time Inc. □ *Andrew Heiskell, chairman and chief executive; James R. Shepley, president and chief operating officer.*

Time Inc. revenues jumped substantially—52.9%—this year over the comparable year-ago period, due in part to the added sales generated through the acquisition of American Television & Communications Corp., a major cable MSO, and to the increased fortunes of Home Box Office, a pay-cable program operation. But the purchase of ATC, in November 1978, also worked to hold the earnings increase down to 15.2% for the same period. Time revenues for the year ended Sept. 30 were $2,329,075,000 ($1,523,100,000 the year before) and profits were $137,887,000 ($119,643,000 year before).

The bulk of Time business is in media—book and magazine publishing, over-the-air television (WOTV Grand Rapids, Mich.), cable television, TV production and pay-cable programing. In the past year, the firm also made an attempt to enter the subscription-TV market through a 50% purchase of WSNS Chicago, a pay-TV facility, but backed out of the deal when regulatory complications set in. Time says, however, that it "will continue to pursue other interests in over-the-air subscription TV." Time is also heavily involved in "forest products," producing paper, building products and containers and container board.

20

Times Mirror Co. □ *Franklin D. Murphy, chairman and chief executive; Otis Chandler, vice chairman.*

The Times Mirror Co. has been known mainly for its newspapers—its principal and original one is the *Los Angeles Times*—but it has been diversifying since 1948, when it acquired part ownership of a paper company. Today, it has substantial interests in newsprint, information services, cablevision and television. And its television interests—which now include KDFW-TV Dallas-Fort Worth and KTBC-TV Austin, all Texas—will include five more stations if the FCC approves Times Mirror's purchase of the properties from Newhouse Broadcasting Corp. for $82,300,000. The stations are WAPI-TV Birmingham, Ala.; KTVI(TV) St. Louis; WSYR-TV Syracuse, N.Y.; WSYE-TV Elmira, N.Y.; a satellite of WSYR-TV; and WTPA-TV Harrisburg, Pa. Overall, Times Mirror reported revenues of $1,566,266,000 for the four quarters ending Oct. 7, 1979, and net earnings of $157,159,000. The comparable figures for the preceding year were $1,378,210,000 and $120,055,000.

9

Transamerica Corp. □ *John R. Beckett, chief executive and chairman; James R. Harvey, president.*

United Artists Corp. may be one of the leading entertainment companies in the country but its revenues and earnings represent only a minority share of its parent's gross.

It is part of Transamerica Corp., first and foremost an insurance company through Occidental Life and other subsidiaries. The conglomerate also is involved in lending; real estate services; travel (Transamerica Airlines and Budget Rent a Car); computer business services; manufacturing (Transamerica Delaval energy products), and equipment leasing (Transamerica Interway).

The United Artists subsidiary primarily is known for its worldwide theatrical film distribution. Films in 1979 included "Manhattan," "Hair," "Moonraker," "Rocky II" and "Apocalypse Now," among others.

UA also licenses films for television and syndicates programs. Among its syndicated offerings last year was a *Pink Panther* series. Other UA activities include pay-cable film licensing, merchandise licensing and music publishing.

With the sale of WRIK-TV Ponce, P.R., in January 1979, UA was out of the broadcasting business. It previously sold its only other broadcast properties: WUAB(TV) Lorain, Ohio, and WWSH(FM) Philadelphia.

Transamerica's third quarter 1979 (the most recent accounted) was the company's best ever, with consolidated net income at $65,453,000. United Artists, however, for the quarter and nine month earnings were said to be "down somewhat from last year's record due to increased production, promotion and interest costs."

Transamerica Corp., in its latest annual report, said that its outlook "is positive. We are stronger financially than we have ever been." For four quarters through Sept. 30, that strength meant revenues were up 13.2% to $3.9 billion; net earnings rose 13.9% to $231.5 million, and earnings per share were $3.52.

93

Turner Broadcasting System Inc. □ *R.E. (Ted) Turner, chairman and president.*

The former Turner Communications Corp. is now Turner Broadcasting System, with the call letters of the well known superstation WTCG(TV) Atlanta, changed to WTBS(TV). The company is "firmly committed to the future of cable television," and is making substantial investments in that area. WTBS is now available for viewing in approximately 5 million homes—more than twice the number of a year ago. The Cable News Network, scheduled to begin programing June 1, will offer 24-hour news coverage. More than 80 systems have already signed up for the service, and Bristol-Myers has made a 10-year, $25-million advertising commitment.

With the sale of its WRET-TV Charlotte, N.C., which is expected to close next year, Turner's remaining broadcast property is WTBS. Although revenues and earnings for WTBS are up since last year, the company's over-all net earnings were down, with a reported loss of $2,173,000. The decrease in earnings was attributed to a poor season for the Atlanta Braves, the company's baseball team, and a loss recorded by its professional soccer team, the Atlanta Chiefs. Turner's other sports interest is the Atlanta Hawks basketball team.

36

20th Century-Fox Film Corp. □ *Dennis C. Stanfill, chairman and chief executive officer; Alan J. Hirschfield, vice chairman and chief operating officer.*

For the four quarters ending Sept. 29, Fox's revenues have managed to stay 6% above the record-breaking period of a year before, but earnings, reflecting the absence of any substantial profit-making theatrical release, are 16% below where they were last year. And within the last year, Fox has had noticeable problems in its executive offices—especially the much publicized departure of Alan Ladd Jr. and two other executives from the company's feature film division.

Within the past year, major films to come out of the Fox studio have included "Alien" and "Breaking Away." Over the summer Fox rereleased "Star Wars"—the most successful film ever made in the U.S.

As a major supplier of programing for network and syndicated television, Fox estimates that it will receive approximately $62 million in revenues and $36 million in pretax profits from its licensing agreements with CBS-TV and NBC-TV and the syndication of its hit series, *M*A*S*H*, in fiscal 1979. The television division also placed Fox's second network series on CBS this year with *Trapper John, M.D.* Television programs contribute approximately 13% of total corporate revenues.

Fox is also a major television broadcaster with KMSP-TV Minneapolis, KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex.—all operated by Fox's United Television Inc. subsidiary. The three VHF stations contribute approximately 5% of the corporation's revenues.

The corporation's film processing division, Deluxe General Laboratories, contributes approximately 3% of total revenues. The record and music publishing division contributes approximately 1% (although registering a $605,000 loss for the nine months ending Sept. 29).

Other Fox subsidiaries include its international theaters division, Coca-Cola Bottling Midwest, Aspen Skiing Corp. and Pebble Beach Corp.

91

UA Columbia Cablevision Inc. ☐ *Robert M. Rosencrans, chief executive and president.*

UA Columbia has remained solidly in the cable television industry since its founding in 1962. It serves 126 communities in 15 states, reaching over 300,000 homes. Although basic cable service is the company's primary thrust, pay cable is its profitable ancillary.

Gross revenues for the 12 months ended Sept. 30, were $40,045,000, up 37% from a year earlier, yielding a net income of $4,175,000, up 27% from 1978. The rise is attributed to the increase in both basic and pay cable subscribers. UA Columbia subscribers total 301,273, up from 250,325 a year ago. Pay subscribers account for 152,000 of the total up from 85,000.

Much of the effort in 1979 was devoted to expanding its franchises in northern and western New Jersey and Westchester county, N.Y. UA Columbia recently acquired a franchise in San Antonio, Tex., and hopes to generate 45,000 subscribers for this coming year. It will also increase its satellite distribution of sports and children's programing.

94

United Cable Television Corp. ☐ *Van Irvine, chairman; Gene W. Schneider, president and chief executive officer.*

United Cable, as one of the larger cable multiple system operators, reflects the health of the business in its corporate balance sheet. For the four quarters ending August 1979, the company reported revenues of $34,541,000, an increase of 57% or $12,543,000 over a comparable period a year earlier. And the increase in earnings was even more dramatic, jumping 92%—from $2,404,000 to $4,616,000—over the same periods.

As of October 1979, United Cable was operating 30 systems, serving 277,000 basic subscribers and 115,000 premium customers. (The systems pass 505,000 homes.) At that time the company was also in the process of building systems in Boise, Idaho; Lincoln Park, Mich., and Bellevue, Neb. According to Mark Van Loucks, vice president of marketing, the company has no other franchises, but is seeking more. Loucks said that the company has submitted franchise proposals for Omaha, Neb., and a number of Chicago suburbs. Loucks said the company is interested in many other markets, but wouldn't say where because of competitive reasons.

As far as diversification is concerned, United Cable is strictly cable. It has, however, made plans to enter a related business—subscription television. To that end, it has applied for stations in Atlanta, Indianapolis, New Orleans and San Antonio, Tex.

40

Varian Associates ☐ *Edward K. Ginzton, chairman; Norman F. Parker, president and chief executive officer.*

Varian's five product groups posted combined revenues of $493,021,000—25.1% greater than the $394,255,000 a year before. However, net earnings for the year dipped 29.2% to $8,581,000 from $12,112,000 due primarily to a $10.2 million loss from discontinued operations in the quarter ended Dec. 29, 1978. Per share earnings figured out to $1.13, down 29.9% from the $1.61 posted a year earlier.

The company includes, in addition to international operations, the following groups: Electron Devices, Industrial Equipment, Instruments, Medical and Information Systems. Two of these, the Electron Devices group and the Information Systems group, are of particular interest to the broadcasting industry; they produce vacuum tubes, magnetic components, solid state devices and subsystems used to power satellite communications, broadcast and point-to-point communications.

60

Viacom International Inc. ☐ *Ralph M. Baruch, chairman and chief executive officer; Terrence A. Elkes, president.*

Viacom International has had record revenues and earnings for seven consecutive years through 1978. And strong growth continues. Revenues, for the 12 months through Sept. 29, grew 34.7% to $100.1 million, with net earnings up 69.3% to $10.8 million. Earnings per share were $2.24.

For the first nine months of 1979, close to two-thirds of Viacom International's record revenues ($77,259,000) came from the cable industry and another third was from program distribution. The remaining contributor, about 5.6%, was from broadcasting and the ownership of WVIT(TV) New Britain, Conn.

A fourth quarter development, however, should change that percentage dramatically. From single-station owner, Viacom became a group broadcaster, with FCC approval of the merger of Sonderling Broadcasting into Viacom. For about $32 million, Viacom now controls WMZQ(FM) Washington; WWRL(AM)-WRVR(FM) New York; WDIA(AM)-WQUD(FM) Memphis; KIKK(AM) Pasadena, Tex.; KIKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y., as well. It also gained Bernard Howard Co., a radio rep firm.

On the television syndication side, Viacom Enterprises is a leading distributor with such titles as *Family Feud, Mary Tyler Moore, Bob Newhart, Price is Right, $25,000 Pyramid,* among others. Internationally, among the offerings, for example, are *Lou Grant* and *Hawaii Five-0.* There are also feature films. The company also has been branching out into production with such properties as the co-produced award-winning ABC Movie "A Question of Love" and the ill-fated *Lazarus Syndrome* on ABC.

A heavy revenue contributor has been *All in the Family,* the Tandem Production that Viacom has rights to distribute. Viacom has claimed $87 million in gross sales for 207 episodes and claims it is the highest bulk amount for a comedy series.

For pay-cable programing, there's Showtime, started by Viacom but as of Jan. 1, 1979, a joint venture between Viacom and Teleprompter Corp. Teleprompter purchased a 50% interest for $3 million (which can be raised as high as $5 million depending on subscriber levels within three years).

Viacom-owned cable systems serve about 400,000 basic subscribers.

19

Warner Communications Inc. ☐ *Stephen J. Ross, chairman and chief executive officer; Jay Emmett, Emanuel Gerard and David H. Horowitz, office of the president.*

Warner Communications Inc. says its "primary product is creativity," a commodity that has been paying off. For the four quarters through Sept. 30, 1979, WCI had revenues of $1.6 billion and net earnings of $102.9 million, up 26.2% and 29.5% respectively. Earnings per share were $5.16.

Warner Communications' chief revenue source is recorded music and music publishing but this conglomerate also engages in film and television distribution; sales of motion-picture camera equipment; book and magazine publishing and distribution; cable television; toys and electronic games, and fragrances.

On the television side, it is responsible for network series, miniseries and specials, among them: *Alice, Roots* and *The Corn is Green.* In 1979, new Warner offerings included *Dukes of Hazzard, Young Maverick* and *California Fever.* Syndication of programs and films to TV is handled by Warner Bros. Television Distribution which distributes titles ranging from *Kung Fu* to *The Waltons.*

Warner Cable Corp., the fourth largest in the country with about 575,750 subscribers and a leading multiple system operator, gave birth to the two-way Qube experiment in Columbus, Ohio, and has been working to bring it elsewhere. A Houston franchise already has been won and Warner Cable has applied to wire three New York boroughs.

American Express has signed an agreement with Warner to buy a half interest in its cable subsidiary for $175 million in cash and short term notes. The deal was officially consummated in late December.

Warner also is beefing up its pay-TV program distribution. Its Movie Channel (formerly Star Channel) has about 175,000 subscribers, mostly in Warner systems. Warner has formed a new subsidiary which is aiming at boosting Movie Channel sales outside its own systems, as well as starting new services.

32

The Washington Post Co. ☐ *Katharine Graham, chairman and chief executive; Mark J. Meogher, president and chief operating officer.*

Revenues for the Washington Post Co. in the last year leaped nearly 40%, while income increase was held to only 2.6%. Earnings per share were $3.01.

Accounting for the disparity between the large revenue jump and the small climb in profits were the costs of a test issue of a new magazine, *Inside Sports,* and other increased publishing expenses. Also, in the previous year, profits were boosted with the $4.3 million sale of the Post's WTOP(AM) Washington. But the Post's remaining broadcast operation, four VHF television stations—WDIV Detroit, WPLG Miami, WFSB-TV Hartford, Conn., and WJXT Jacksonville, Fla., reported continued increased sales and profits for the year.

The Post's publishing businesses—principally *The Washington Post, The Trenton* (N.J.) *Times, The Everette* (Wash.) *Herald* and *Newsweek* magazine—are the company's principal revenue producers.

33

Western Union Corp. ☐ *Robert M. Flanagan, chairman and chief executive officer; Earl D. Hilburn, president.*

Although Western Union comprises several subsidiaries, by far the most important in terms of services and revenues is the Western Union Telegraph Co. In its 129th year, the telegraph company provides a variety of communication services for both the business and consumer markets. Those services include teletypewriter (Telex and TWX), Mailgrams, telegrams, money orders and leased communications systems for transmission of data, facsimile and radio and television signals.

Revenues for the year rose 14.1% over the previous one, from $608,769,000 to $694,729,000, but earnings were off 81.9% due to a "write down" of over $20 million in the quarter ending September 1979 following the dissolution of Telegraph Data Services subsidiary. Reported earnings for the year were $10,029,000 or $.06 per share as compared to $56,688,000 or $2.56 per share a year earlier.

A growing portion of all of the corporation's communications traffic is moving through its growing Westar satellite system. Westar III was launched in August to complement Westar I and II. And plans call for the launch of Westar IV in late 1981 or early 1982 and an "Advanced Westar" sometime in 1983. To help finance the satellite growth, Western Union has agreed to share its Westar system and Advanced Westar with Continental Telephone, Atlanta, and Fairchild Industries, Germantown, Md., in exchange for as much as $100 million in cash (BROADCASTING, Nov. 5, 1979).

4

Westinghouse Electric Corp. ☐ *Robert E. Kirby, chairman; Donald H. McGannon, chairman, Westinghouse Broadcasting Co.; Daniel L. Ritchie, president and chief executive officer, Westinghouse Broadcasting.*

The twelve months ending in September saw a substantial earnings decline at Westinghouse, due to hefty out-of-court settlements of litigation in which utility companies charged Westinghouse with failure to fulfill uranium supply contracts. The settlements are counted against earnings as extraordinary losses. Earnings dropped 48.5% to $118,100,000 from $229,438,000, while revenues over the period were up 8.1% to $7,074,200,000 from $6,543,464,000. Earnings per share were down 17% to $1.36.

Westinghouse Electric Corp. is an industrial giant that in one sense just happens to own one of the more prestigious broadcasting outfits, Westinghouse Broadcasting Co. The five major market television and seven radio stations that make up the group along with Group W Productions and some cable systems are dwarfed by the vast bulk of the multi-billion dollar parent corporation. Westinghouse operations are divided among four companies: Industry Products Company, Power Systems Company, Public Systems Company and the broadcasting wing. The products of the three manufacturing units range from nuclear power plants to Longines-Wittnauer watches, and from airport people movers to transport refrigeration units.

The broadcast stations currently owned by Westinghouse are WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WIND(AM) Chicago, WOWO(AM) Fort Wayne, Ind.; KFWB(AM) Los Angeles, WINS(AM) New York; KYW-AM-TV Philadelphia; KDKA-AM-FM-TV Pittsburgh and KPIX(TV) San Francisco. In addition, during 1979 Westinghouse agreed to pay Ted Turner $20 million for his WRET-TV Charlotte, N.C. (then the highest price ever paid for a single UHF), to pay Taft Broadcasting $6.1 million for KODA-FM Houston (less the $1.1 million Taft is getting for the AM twin, plus $700,000 for a consultancy agreement for Paul Taft), and give Metroplex Communications of Texas $7 million for KOAX(FM) Dallas. All three actions are pending before the FCC.

The eight Westinghouse cable systems serve 60,000 subscribers in communities in Florida, Georgia and New York.

Group W Productions' output includes *The Mike Douglas Show,* billed as the longest running and most successful daytime talk/variety show in syndication, and the critically acclaimed *PM Magazine.* The unit is now headquartered in Los Angeles.

52

Wometco Enterprises ☐ *Mitchell Wolfson, chairman and president.*

The newest of Wometco's major operating divisions, subscription TV/cable television includes 27 systems serving 80 communities and Wometco Home Theatre (over-the-air subscription television). As of Sept. 20, Wometco's cable subscribers totaled 95,000 and its pay cable-TV subscribers totaled some 41,000.

The STV service is offered on the Wometco-owned WWHT Newark, N.J. and during 1979 arrangements were made for the service to be offered in 1980 on stations in the Baltimore and Philadelphia areas (BROADCASTING, April 30, 1979, et seq.). Wometco also hopes to have its services utilized in San Francisco and Chicago by companies seeking TV facilities there.

In Wometco's broadcasting division are WTVJ(TV) Miami; WLOS-FM-TV Asheville, N.C.-Greenville and Spartanburg, S.C.; WZZM-TV Grand Rapids-Muskegon-Kalamazoo, Mich.; KVOS-TV Bellingham, Wash., and WWHT, which the company describes as the home of its over-the-air pay-TV service (WHT).

Wometco's soft-drink bottling division includes operations as one of the nation's largest publicly owned Coca-Cola bottlers as well as franchises for Seven-Up, Dr. Pepper, Schweppes, Canada Dry and some private labels.

The vending division provides vending and food services in nine states, the District of Columbia, Puerto Rico and the Bahamas.

Wometco's entertainment division is split into two parts. One part has motion-picture theaters in Florida, Alaska, Puerto Rico, the Dominican Republic, the Bahamas and the Virgin Islands. Additionally, there is a 50% interest in ADWO, a major independent film distribution company in Central and South America. The other part of the entertainment division is tourist attractions with three operations in Florida and a wax museum in Tokyo.

In the 52 weeks that ended Sept. 9, 1979, Wometco had net earnings of $19,060,000 on revenues of $297,874,000. In the preceding 52 weeks, there were net earnings of $16,641,000 on revenues of $261,706,000.

88

Wrather Corp. ☐ *Jack Wrather, chairman and president.*

Wrather's film operations—which include distribution of syndicated television series *Lassie, The Lone Ranger* and *Sargeant Preston of the Yukon*—account for approximately 11% of the corporation's total revenues. Wrather also owns approximately 10% of Teleprompter Corp., the New York-based cable television company.

In January the company formed Wrather Entertainment International to produce new theatrical as well as television products. The company has reached an agreement with Home Box Office Inc. to run its 1978 production, "The Magic of Lassie," on the pay-cable network, and will begin production in February of a new "Lone Ranger" feature in association with ATV/ITV Entertainment of Great Britain.

The company's principal area of business (approximately 86% of total revenues), however, is its hotel division, which operates the 500-room Inn at the Park and the 1,400-room Disneyland hotel, both in Anaheim, Calif.

Major expansion of the Disneyland hotel and the company's production of the "Lassie" film contributed to losses incurred during the fourth quarter of 1978 and the first of 1979. For the quarters ending Sept. 30, Wrather had revenues of approximately $49 million but logged an operating loss of just over $1 million.

The corporation also has extensive oil and gas exploration interests in Texas and Louisiana.

23

Zenith Corp. ☐ *Joseph S. Wright, chairman and chief executive; R.W. Kluckman, president.*

Zenith Corp. seems to be rebounding slightly from four or five years of what the company called "very disappointing" financial returns. Revenues were up 6.5% from $967 million in 1978 to $1,030,600,000, in the year ended Sept. 30, 1979. Net earnings were up 14.6% from $18.4 million in 1978 to $21.1 million in 1979. Although profits are down from the early 1970's, Zenith still retains its position as the number-one producer of television sets in the United States.

In the first quarter of this year, John Nevin, the company's then chairman, restated the company's position that the declining performance of Zenith and the domestic television set-manufacturing industry as a whole is due in large part to the continued "dumping" of Japanese made television receivers into the U.S. domestic market, and the failure of the Federal government to enforce effectively the current trade laws prohibiting such practices.

Zenith introduced several new products in 1979. The new "Video Director," a video cassette recorder which has up to five hours of recording/playback time, was introduced last summer. Another new Zenith product on the market this year is a microprocessor based remote control tuning system that selects any UHF, VHF, mid- or super-band cable TV channel.

Zenith is also breaking into the STV and cable-decoder manufacturing markets. A contract has been negotiated with Time-Life subsidiary American Television & Communications to produce STV decoders, with delivery to begin next spring.

The major acquisition of the year for Zenith was the purchase of Heath Business from Schlumberger Ltd. for $64.5 million. Heath is a leading manufacturer and marketer of "build it yourself" electronics kits. It has also begun marketing pre-assembled small computer systems, video display and terminal equipment for use in small businesses and homes. Heath's sales for each of the last three years have topped $80 million. The purchase reflects a growing interest on the part of Zenith in consumer electronics outside the broadcasting field.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

*Special temporary authorization

**Includes off-air licenses

Call Letters

Applications

Call	*Sought by*
	New AM's
KAPZ	John Paul Capps, Bald Knob, Ark.
KMKR	White River Bdcg. Co., Meeker, Colo.
WMUF	J. Star Bdcg Co. Paris, Tenn.
	New FM's
KAHM	Southwest FM Bdcg Co. Inc., Prescott, Ariz.
KPOY	Sudbrink Bdcg Co. of Hawaii, Lihue, Hawaii.
*KUNV	Univ. of Nevada Bd. of Regents, Las Vegas, Nev.
WDST	Woodstock Communications Inc., Woodstock, N.Y.
KQFO	Tilco Bdcg Inc., Frederick, Okla.
	New TV's
*KLPB	Lousiana Educational TV Authority, Lafayette, La.
	Existing AM's
KSJN	WRRD Minneapolis, Minn.
WFEZ	WTNK Meridian, Miss.
KLAY	KQLA Lakewood, Wash.
	Existing FM's
WKYD	WQHQ Andalusia, Ala.
KMJX	KKLF Conway, Ark.
KFXE	KOTN-FM Pine Bluff, Ark.
WIZD	WLQY Fort Pierce, Fla.
KKRG	KICG Iowa City, Iowa
WCKQ	WTCO-FM Campbellsville, Ky.
WBSB	WITH Baltimore, Md.
WFXZ	WBUF Buffalo, N.Y.
WKSB	WRAK-FM Williamsport, Pa.

Grants

Call	*Assigned to*
	New AM's
WSLK	Ayers Shortt Sales, Inc., Hayden, Ky.
KKAQ	Olmsted and Ives Bdcg, Thief River Falls, Minn.
	New FM's
*KHNS	Lynn Canal Bdcg, Haines, Alaska.
KVOM-FM	Morilton Bdcg Co., Morilton, Ark.
KOSG	Osage Bdcg. Co., Osage, Iowa.
KRCO-FM	High Lakes Bdcg Co., Prineville, Ore.
KWDX	Jewell P. White, Silsbee, Tex.
	New TV's
WTSF	Tri-State Family TV, Inc., Ashland, Ky.
	Existing AM's
WKYZ	WALY Herkimer, N.Y.
WEYZ	WWGO Erie, Pa.
KQTI	KWBY Edna, Tex.

Other

■ FCC today approved publication of report on minority ownership of broadcast facilities compiled by Equal Employment Opportunity—Minority Enterprise Division of the FCC's Office of Public Affairs. The 64-page booklet includes model financing proposal to be used by minority entrepreneurs wanting to purchase broadcast properties. For additional information contact Ed Cardona at (202) 634-1770. Action Dec. 15.

■ FCC has proposed one-year pilot program of reimbursement to individual consumers, groups and small businesses for expenses incurred in participation in FCC rulemakings if funding for such program is provided by Congress. For further information contact Randolph May, (202) 632-6444, or Erika Jones, (202) 632-7000. Action Dec. 15.

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NEWSPAPER

Broadcasting ▨ Jan 14

The Week in Brief

IOWA: POLITICAL BATTLEGROUND ☐ The presidential hopefuls count heavily on broadcasting there in one of the first major tests of media strategy in this election year. **PAGE 27.**

OLYMPIC JITTERS ☐ The possibility of U.S. withdrawal from the summer games in Moscow has NBC-TV concerned about its master plan for recovery in the ratings race. **PAGE 30.**

CBS TO MAKE VIDEODISKS ☐ Decision is major coup for RCA, which is licenser of SelectaVision system that will be used. **PAGE 32.**

MIXED BAG FOR INDEPENDENTS ☐ On the eve of the INTV convention in Houston, some member-station operators review the gains that they made in the 1970's. They also envision possible setbacks, such as those that might come from cable and the elimination of limits on distant signal importation. **PAGE 34.** Here's a rundown on the agenda for that Houston meeting. **PAGE 35.**

NRB HEADS FOR WASHINGTON ☐ The National Religious Broadcasters will examine the expanding world of communications at its four-day convention next week. **PAGE 38.**

CABLE IN CHICAGO ☐ A test last week in suburban Oak Park offers the first taste of CATV in the area. **PAGE 43.**

NAB IN PALM SPRINGS ☐ Among items on the board agenda next week is the question of a Zeifang successor, budget refinements, foreign ownership in U.S. facilities and performer royalties. **PAGE 43.**

INSTITUTIONAL INVESTORS ☐ The composition of broadcasting shareholders is changing with private individuals becoming less of a factor. **PAGE 52.**

BROADCAST MOMENTUM ☐ An annual Commerce survey and analysis produce cheerful expectations for broadcasting for the next five years. **PAGE 52.**

OFF ON RIGHT FOOT ☐ CBS-TV starts 1980 with a ratings win in the first week. **PAGE 60.**

PTV'S IMAGE ☐ A new survey finds people are increasingly critical of commercial TV with the chance for public television to become the source of alternative programing. **PAGE 60.**

WATSON TO TURNER ☐ The Washington bureau chief for ABC News joins the incipient Cable News Network. **PAGE 71.**

UPHILL FIGHT ☐ The U.S. hopes that it will draw support for reduced AM channel separation during a March meeting of western hemisphere countries. Right now, however, other countries are not backing the idea. **PAGE 76.**

LIFE AFTER WARC ☐ The FCC is briefed on what happened at the Geneva conference last fall. The report is that things went "rather well." **PAGE 81.**

PERTSCHUK SENDS REGRETS ☐ Shortly after the appeals court upholds his right to participate in the children's advertising proceeding, the FTC chairman rules himself out. **PAGE 86.**

AN INDEPENDENT VOICE AT THE FCC ☐ Nearly 12 years ago, Anne Jones joined the Securities and Exchange Commission with the intention of staying just two years in Washington. But she's still in government there, now an FCC commissioner with a well earned reputation as an independent thinker determined to do a good job. **PAGE 113.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $55.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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chewing tobacco begins Jan. 14 in 80 markets including Indianapolis, Cincinnati, Harrisburg, Pa., Atlanta, Memphis and Nashville. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 18-24.

November numbers. Network television billings for November exceeded $525.9 million, carrying the 1979 total a quarter of a billion dollars past the $4-billion mark, according to estimates compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. The November total represented a gain of 18.1% over November 1978. The January-November total, $4.25 billion, was up 14.4% from the same period of 1978. Of the 1979 eleven-month total, ABC-TV has 37%, CBS-TV 33% and NBC-TV 30%.

	November			**January-November**		
	1978	1979	% change	1978	1979	% change
Daytime	$156,955,700	$179,770,500	+14.5	$1,278,750,400	$1,442,089,700	+12.8
Mon.-Fri.	101,012,500	116,256,800	+15.1	854,780,900	950,098,700	+11.2
Sat.-Sun.	55,943,200	63,513,700	+13.5	423,969,500	491,991,000	+16.0
Nighttime	288,253,400	346,148,200	+20.1	2,437,173,900	2,809,229,600	+15.3
Total	$445,209,100	$525,918,700	+18.1	$3,715,924,300	$4,251,319,300	+14.4

	ABC	**CBS**	**NBC**	**Total**
January	$118,635,300	$113,706,300	$127,126,300*	$359,467,900*
February	131,387,400	118,562,200	103,456,700	353,416,300
March	138,522,600	118,101,100	113,657,600	370,281,300
April	143,151,700	127,959,800	114,959,300	386,070,800
May	146,483,100	133,350,900	118,907,200	398,741,200
June	116,572,300	108,053,600	99,193,000	323,818,900
July	104,002,000	101,583,300	90,992,000	296,577,300
August	110,302,400	102,620,500	90,707,900	303,630,800
September	151,545,300	134,645,600*	119,251,900*	405,442,800*
October	214,290,300*	162,708,300	150,954,700	527,953,300*
November	197,165,200	175,539,700	153,213,800	525,918,700
Year-to-date	$1,572,067,600	$1,396,831,300	$1,282,420,400	$4,251,319,300

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Acquired. D'Arcy-MacManus & Masius, St. Louis, has reached agreement in principle to acquire de Garmo Inc., New York. Latter agency will be integrated into D'Arcy's New York operation, with new name of D'Arcy-MacManus & Masius/de Garmo. John de Garmo will become board chairman of newly reconstituted New York agency. In 1979 D'Arcy had worldwide billings of about $820 million and domestic U.S. broadcast billings of more than $275 million. Last year de Garmo had billings of approximately $60 million, with more than $20 million in television and radio.

□

Demographic data. Eastman Radio's analysis of availability requests for six-month period between April and September 1979 shows that the 18-34 age group moved into a tie at 18% with 18-49. The 18-34 segment climbed from 16% in the October 1978-March 1979 period largely because of an upsurge in movie and record advertising, Eastman said. The 18-49 category declined from 22% of availability requests in the October 1978-March 1979 span. Eastman noted that the 25-54 grouping continues to increase and now accounts for 17% of all sales opportunities. Eastman's study, based on 2,600 availabilities during the latest six-month period, shows that spot radio continues to be used primarily for campaigns of relatively short duration. The one-to-four-week flights dominate at 68%, followed by five-to-nine, 19%; 10-14 weeks, 4% and 15-29, 2%. More than 75% of all campaigns were bought on the basis of metro ratings, followed by total survey area, 9%. Eastman said ADI continues to be ignored by advertisers.

□

Rechristened. Christian Ministries Advertising, Bellingham, Wash.-based firm involved in development and syndication of Christian radio and TV programing, has changed name to Michael R. Ellison Advertising after its founder and president. Agency's annual billings are near $12 million.

Rep■Report

WDVR(FM) Philadelphia: To Eastman Radio from Torbet Radio.

□

KORK-AM-FM Las Vegas; KOLO(AM) Reno; KWTO-AM-FM Springfield, Mo.: To Eastman Radio from McGavren Guild.

□

WIBR(AM) Baton Rouge, La.: To Blair Radio from H/R Stone.

□

WAFB-FM Baton Rouge, La.: To Katz Radio from Pro Radio.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Burnup & Sims	6 mo. 10/31	$80,067,000	+18.7	$3,178,000	+191.0	.37	$67,422,000	$1,092,000	.13
Charter Co.	9 mo. 9/30	2,951,824,000	+102.5	218,630,000	+1551.7	9.30	1,457,087,000	13,236,000	.64
General Instrument	39 wks. 11/25	513,604,000	+29.3	36,660,000	+46.4	4.26	397,182,000	25,045,000	3.11
Gulf & Western	3 mo. 10/31	1,458,435,000	+21.1	68,143,000	+12.8	1.46	1,204,231,000	60,390,000	1.19
Turner Broadcasting	9 mo. 9/30	27,717,000	+10.8	1,758,000	−389.1	−.18	25,010,000	608,000	.06

advertising agency costs and commissions to agencies, representatives and brokers paid by broadcasters—amounted to an estimated $8 billion in 1979. That last figure is expected to increase 15% this year to $9.1 billion and reach $14.8 billion in 1984, a compounded annual growth rate of nearly 14%.

Pretax income of TV rose an estimated 14% in 1979 to $1.88 billion, according to the report, which forecast a further rise of 15% to $2.17 billion in 1980.

How is the TV pie being sliced?

The Commerce publication reported that network television now accounts for about 44% of the TV ad expenditures, a decline of nearly 4% over the last decade. Similarly, spot TV's share dropped 6% in the same period, to 28%. Conversely, local television has gained nearly 10% since 1970 and now accounts for about 28% of the total TV expenditures.

Radio realized an estimated 10% increase in net revenues to $2.8 billion in 1979—from $3.2 billion in radio advertising expenditures, the report said. The report projected radio revenues to rise 9% to $3.1 billion in 1980. In 1984, that figure should be $4.5 billion, a compound annual increase of 10%, Commerce said. (A Commerce Department official said the 1979 radio projections were made before the FCC's radio financial report for 1978 was available and are now considered to be somewhat low.)

Radio realized an estimated 10% income gain in 1979, to $319 million, with another 9% rise to $348 million expected this year, according to the report.

In radio, local advertisers are responsible for about 74% of revenues, up 6% since 1970; spot contributes 21%, a 7% decline in the decade; and network accounts for 5%, up 1% in 10 years.

The "Outlook" publication noted that FM station revenues continue to increase more rapidly than those from AM stations because FM's are reaching audience comparability with AM's, and the former's revenues are growing from a smaller base. It added:

"Total FM revenue data is not available because approximately half of the FM's report their revenues [to the FCC] jointly with their associated AM stations. However, independent FM stations and AM-FM combinations reporting FM revenues separately had revenues estimated at $850 million in 1979. These are projected to rise 14% in 1980 to $970 million."

The television portion of the report cited history in forecasting that some slackening in the economy in early 1980 will not deter TV's upward momentum. "Brand-name advertisers have learned from experience," it says, "that market share can be improved by maintaining television advertising budgets through periods of diminished economic growth."

The report also adhered to the conventional expectation that TV in 1980 would receive an extra stimulus from the elections and the winter and summer Olympics.

In its long-range forecast for TV, however, the report pointed out that pretax income will continue to be pressured by rising costs, although it could reach $3.5 billion by 1984. Those projections could be moderated if the diversion of viewing time to subscription TV and pay cable is not offset by an increase in total audience for conventional TV and if this diversion has an adverse effect on advertising rates.

A section on the "thriving" condition of cable television offered these statistics:

There were more than 15 million CATV subscribers at the end of 1979, reflecting an increase of 1.4 million homes, or 10%, during the year. A similar rise of 1.4 million homes is expected this year, a 9% gain.

The subscriber total is expected to increase at a compound annual rate of 10% to 23 million in 1984.

Basic cable subscriber revenues reached $1.5 billion in 1979, an increase of 21% over 1978. A further rise of 16% to $1.69 billion is projected for this year.

Basic subscriber revenues are projected to reach about $3 billion in 1984 with revenues from pay cable adding substantially to this.

The Commerce report also described briefly such other TV services and technological developments as recorders, multipoint distribution service (MDS) and direct satellite service.

The extra piece of cake for the broadcasters in the report was Commerce's reiteration that broadcasting continues to increase its share of total advertising expenditures for all media.

In 1979, television and radio accounted for about 27% of total advertising, a figure that is expected to increase to 28% this year. Television alone accounted for 21% in 1979 and is expected to have a share of nearly 22% in 1980. Radio, however, appears to be obtaining a smaller share of the all-media expenditures, declining from a high of 7% in 1975 to an estimated 6.4% in 1980.

[For the FCC 1978 financial report on television 1978, see BROADCASTING, July 30, 1979; for cable, BROADCASTING, Dec. 3, 1979; for radio, BROADCASTING, Dec. 10, 1979].

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Arbitron Radio will introduce virtually continuous radio audience measurements—48 weeks a year—in New York, Los Angeles, Chicago and San Diego next

Lenore G. Ehrig designated ALJ John H. Conlin as presiding judge, scheduled prehearing conference for Feb. 14, 1980 at 9:00 A.M. and hearing for March 5, 1980 at 10:00 A.M., in Washington, D.C. Action Dec. 10.

- Portland and Beaverton, Ore. (Portland Communications Corp. et al.) **FM proceeding:** (BC Docs. 79-200-03)—ALJ Edward Luton granted to limited extent petition by Columbia-Willamette Broadcasting Company and enlarged issues to determine whether Gaviota Wireless Communications Company violated Sections 1.65 and 73.3514 of rules, and if so, effect upon its comparative qualifications to be FCC licensee (Action Dec. 13); granted motion by Gaviota and deleted financial issue against it, and denied Columbia-Williamette's countermotion for summary decision. Action Dec. 14.

- Washington, D.C. (Sonderling Broadcasting Corporation) **Renewal proceeding:** (BC Doc 79-15)—Assistant Chief ALJ Thomas B. Fitzpatrick granted to limited extent request by Sonderling to continue procedural dates indefinitely and established following procedural schedule: Jan. 10, 1980 for Sonderling to report on status of assignment of license of WOL to WOL, Inc. and on distress sale status; Jan. 30 for Broadcast Bureau to issue its Bill of Particulars; Feb. 15 for initiation of discovery. Action Dec. 10.

Designated for Hearing

- Durango, Colo. (BC Docs. 79-330-32)—Broadcast Bureau designated for hearing in consolidated proceeding the mutually exclusive applications of Broadcast Management, Inc.; N.M.G. Broadcasting Corp.; Mountain States Broadcasting Investments Corp.; and Hosanna Christian Broadcasting, Inc. for new FM station at Durango, to determine with respect to Hosanna, source and availability of funds to meet construction and operating expenses; whether Hosanna complied with FCC's public notice requirements, and if not, effect on its basic and/or comparative qualifications; which proposal would best serve public interest, and which application should be granted; also granted petition by Mountain States and amended its application to report sale by Mountain States' parent corp. of other broadcast interests (by Hearing Designation Order). Action Dec. 14.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

**Special temporary authorization*

***Includes off-air licenses*

Fines

- KREX(AM) Grand Junction, Colo.—Notified of apparent liability for forfeiture of $100 for repeated violation of rules in that proper functioning of ant. tower lights was not observed on various dates. Action Dec. 7, 1979.

- WJAX(AM) Jacksonville, Fla.—Ordered to forfeit $2,000 for repeated violation of rules in that WJAX failed to log correct amount of time for commercial amounts on various dates. Action Nov. 7, 1979.

- WAKO(AM)-WAKO-FM Lawrenceville, Ill.—Notified of apparent liability for forfeiture of $300 for apparent violation of rules, including failure to make equipment performance measurements at least once each calendar year and no more than 14 months apart; latest such measurements available were dated June 17, 1976. Action Dec. 7, 1979.

- WTTL(AM) Madisonville, Ky.—Ordered to forfeit $500 for repeated violation of terms of its construction permit. Action Dec. 18, 1979.

- WJOJ-FM-WRJW(AM) Picayune, Miss.—Notified of apparent liability for forfeiture of $250 for apparent repeated violation of rules, including having unlicensed operator on duty at trans. because timely renewal was not filed by Byron J. Johnson. Action Dec. 18, 1979.

Allocations

Actions

- Greenwood, Ark.—Broadcast Bureau, in response to petition by Margaret Crisler, proposed assigning 106.3 mhz to Greenwood as its first FM assignment; comments due Feb. 19, replies March 10 (BC Docket No. 79-343, RM-3488). Action Dec. 19, 1979.

- Camden, Me.—Broadcast Bureau, in response to request by Argonaut Broadcasting Co., assigned 102.5 mhz to Camden as its first FM assignment, effective Feb. 15. (BC Docket No. 79-169; RM-3270). Action Dec. 19, 1979.

- Middletown, Md.—Broadcast Bureau, in response to petition by Middletown Broadcasters Association, proposed assigning 103.1 mhz to Middletown as its first FM assignment; comments due Feb. 19, replies March 10. Proposed assignment requires coordination with Canadian government since Middletown is within 250 miles of U.S.-Canada border (BC Docket No. 79-342, RM-3512). Action Dec. 19, 1979.

- Steelville, Mo.—Broadcast Bureau, in response to petition by Randy L. Wachter, proposed assigning 96.7 mhz to Steelville as its first FM assignment; comments due Feb. 19, replies March 10. (BC Docket No. 79-341, RM-3489). Action Dec. 19, 1979.

- Enid Okla.—Broadcast Bureau, in response to petition by Public Broadcasting Service Inc., assigned 103.1 mhz to Enid as its second FM assignment, effective Feb. 15. (BC Docket No. 79-199, RM-3182). Action Dec. 19, 1979.

- Malakoff, Tex.—Broadcast Bureau, in response to petition by Edd L. Routt, proposed assigning 95.9 mhz to Malakoff as its first FM assignment; comments due Feb. 19, replies March 10. (BC Docket No. 79-340, RM-3508). Action Dec. 19, 1979.

- Petersburg, W.Va.—Broadcast Bureau, in response to petition by Creative Broadcasting Inc., proposed assigning 101.7 mhz at Petersburg as its first FM assignment; comments due Feb. 19, replies March 10 (BC Docket No. 79-339, RM-3507). Action Dec. 19, 1979.

Rulemaking

Petition

- Washington, D.C.—The National Citizens Committee for Broadcasting petition for adoption of procedures to limit time in which FCC must respond to petition for rulemaking (RM-3539). Action Dec. 17, 1979.

- Robert Garcia and Norman Louvau request amendment of Part 73 by adding new subsection prohibiting TV stations from acquiring exclusive rights to foreign language versions of U.S. feature and syndicated film programing which they have no intention of using. Ann. Dec. 14.

Translators

Actions

- Prairie City, Ore.—Broadcast Bureau granted Prairie City Lions Club CP for new VHF TV translator station on ch. 12, to rebroadcast signal of KIVI-TV Nampa, Idaho (BPTTV790129LJ). Action Sept. 28, 1979.

- Oak City, Utah—Broadcast Bureau granted Millard County TV CP for new UHF TV translator station on ch. 68, to rebroadcast signal of KBYU-TV Provo, Utah (BPTT790214ID). Action Sept. 28, 1979.

Satellites

- The following earth station applications have been granted:

- Cable Electronics Inc. for Jones, Tex. (000162-DSE-L).

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Annual report on station trading: Broadcasting's first billion-dollar year

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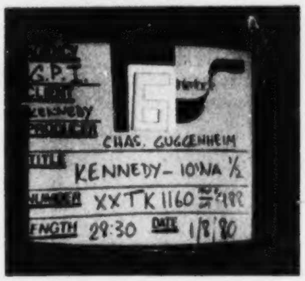
The Week in Brief

SENT HOME ☐ American journalists are expelled from Iran and Afghanistan and the ban may extend to others unsympathetic to the new governments. **PAGE 27.**

OLYMPIC DILEMMA ☐ The ripples of a Moscow boycott could extend to Lake Placid and on into the 1984 games. Also under consideration are moving the games from Russia to another country or to various locations. **PAGE 28.**

MIKE DOUGLAS PACKING ☐ John Davidson will take over as host of Group W's long-running syndicated show. **PAGE 29.**



IOWA BLITZ ☐ President Carter's appearance on *Meet the Press* and Kennedy's on *Issues and Answers* on the eve of that state's Republican and Democratic caucuses leave Brown unhappy. Intense campaigning is the order of the day with paid time on radio and TV in great demand. **PAGE 30.**

PRESS FAILURES ☐ Speakers at a Philadelphia meeting agree that the public doesn't fully understand First Amendment issues, and that the press has been remiss in aligning itself with the American people to resist judicial onslaughts on freedom. **PAGE 32.**

INTV SHOWS STRENGTH ☐ Its convention in Houston demonstrates that the association has developed the muscle to meet its many challenges. One flex will be the shift of INTV headquarters to Washington. **PAGE 33.** The delegates in Houston hear Barry Goldwater's doubts that the Communications Act rewrite will pass. He also wants the Olympics boycotted. **PAGE 34.** FCC's Jones addresses INTV on the "chilling" effect of ex parte rules. **PAGE 34.** And a rundown of the Houston workshops begins on **PAGE 35.**

CHANGING HANDS IN '79 ☐ The total value of broadcast stations sold last year was well in excess of $1 billion. BROADCASTING's annual report on the buying and selling gives a comprehensive rundown on all of the radio-TV activity. **PAGE 38.** Station brokers review the trading activity in 1979 when demand didn't soften, particularly for FM and UHF. **PAGE 53.** In cable last year, the MSO's got bigger and the entry of outsiders forced prices upward. **PAGE 55.**

BURKE BOWS OUT ☐ The radio audience measurement firm finds it can't make it financially and shuts down this week. **PAGE 59.**

UNITED CABLE'S HEALTH ☐ That company's key executives discuss money matters at a New York analysts' meeting and offer some insight into pay-cable growth. **PAGE 59.**

THE PRICE IN IOWA ☐ The FCC rules that the lowest unit rate applies for broadcast time in the Iowa caucuses, which it likens to primary elections. **PAGE 61.**

PRESIDENTIAL DEBATES ☐ The League of Women Voters gears up for forums across the country that will start Feb. 26. **PAGE 64.**

TARTIKOFF MOVES UP ☐ The vice president for programs becomes president of NBC Entertainment as Weinblatt shifts to command of the new NBC Enterprises division. **PAGE 67.**

BEHIND JUST A TAD ☐ CBS-TV ratings in the week ended Jan. 13 put in within one-tenth of a point of ABC-TV for the season. **PAGE 68.**

PBS ACCENT ON PROGRAMING ☐ Grossman tells San Francisco session that public broadcasting must now do less system-building and more program-building. Aaron proposes ambitious drama workshop as part of a five-point initiative. **PAGE 68.**

WASHINGTON TO WASHINGTON ☐ Three times since 1957, Allan Swift has crossed and recrossed between broadcasting and government. Now the freshman Democrat from Washington State and member of the House Communications Subcommittee looks forward to joining the sophomore class and making a maximum contribution to broadcasting and government. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $55.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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After the wedding, before the divorce: Allen Neuharth of Gannett (foreground) and Karl Eller of Combined after they formally closed on the year's biggest station-package deal—$370 million. By year's end, Eller had resigned from the new company, citing policy and style differences with Gannett management.

Station trading breaks billion-dollar barrier

Gannett-Combined deal pushes money volume to record high in 1979; 64 TV and 581 radio facilities change hands

Given an afterburner boost by the merger of Gannett Co. and Combined Communications Corp., the total value of stations traded in 1979 soared over the $1-billion mark. Sixty-four television stations and 581 radio stations changed ownership during the year for cash, stock and other considerations amounting to $1,116,648,000. And even when the $370-million of the Gannett-Combined Communications merger is discounted, total dollar volume rose 14.5% over 1978, rising to $746,678,000 as compared to the previous year's record total of $651,728,000.

Although dollar volume was up across the board, five fewer radio stations were sold in 1979 than in 1978; 13 more television stations were sold. The average sales price of a television station was $6,757,042, an 18.9% increase over 1978. And the average price of a radio station was $614,646, 8.6% higher than 1978.

The big news of the year, of course, was the Gannett-Combined Communications merger, the biggest consummated transaction in broadcasting history. (The $500-million merger of Cox Broadcasting and General Electric is still under FCC review.) Gannett, in a deal that closed just hours after the FCC granted its approval on June 7, 1979, absorbed the entire Combined Communications portfolio that was just two stations shy of a full 21. As a result of the deal, Gannett now owns KTAR-TV Phoenix (ch. 12); WXIA-TV Atlanta (ch. 11); KOCO-TV Oklahoma City (ch. 5); KBTV(TV) Denver (ch. 9); WPTA(TV) Roanoke, Ind. (ch. 21); WLKY-TV Louisville, Ky. (ch. 32); KARK-TV Little Rock, Ark. (ch. 4); KSDO(AM)-KEZL(FM) St. Louis; KIIS-AM-FM Los Angeles; WDEE(AM)-WCZY(FM) Detroit; WVON(AM)-WGCI(FM) Chicago, and WWWE(AM)-WDOK(FM) Cleveland. Also included in the purchase price were two newspapers and outdoor advertising operations. Prior to the FCC's approval of the merger, Combined Communications rearranged its holdings to grease the merger's passage through the FCC. It swapped KTAR(AM)-KBBC(FM) Phoenix and $2 million for Pulitzer Publishing's KSD(AM) St. Louis and bought KCFM(FM) St. Louis from Commercial Broadcasting for $3.2 million.

The merger forced Gannett to spin off its only broadcast property, WHEC-TV Rochester, N.Y. (ch. 10), to make room for the seven television stations. And as is befitting a spin-off of a deal of that magnitude, the sale of WHEC-TV to BENI Broadcasting of Rochester for $27.7 million was the largest deal involving a single station in 1979. The sale was also noteworthy as WHEC-TV became the first major-market network affiliate (CBS) owned by a minority group. (BENI is controlled by Ragan Henry, a black broadcaster.)

The other big deal consummated in 1979 was the merger of Rust Craft Greeting Card Inc. and Ziff Corp. The deal had been approved in the spring of 1978, when Rust Craft's radio stations were spun off to form Associated Communications Corp., but the merger and the transfer of the six television stations were held up by a dispute on Rust Craft's board of directors. It wasn't until March 1979 that the deal was closed with Ziff paying $89 million for Rust Craft's stock. Ziff had recovered $6.6 million through the radio spin-off. The Ziff stations include: WTOV(TV) (formerly WSTV-TV) Steubenville, Ohio (ch. 9); WEYI-TV Saginaw, Mich. (ch. 25); WRDW-TV Augusta, Ga. (ch. 12); WJKS-TV Jacksonville, Fla. (ch. 17); WROC-TV Rochester, N.Y. (ch. 8), and WRCB-TV Chattanooga (ch. 3).

There were three lesser mergers in 1979. Shamrock Broadcasting, owned by the family of Roy E. Disney, took over Starr Broadcasting for $21.6 million; Viacom International bought the bulk of Sonderling Broadcasting for $32 million, and Western Sun Inc. took control of McCoy Broadcasting and its seven stations for $27.7 million.

Shamrock Broadcasting now owns KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; WBOK(AM) New Orleans; KYOK(AM) Houston; KUDL-FM Kansas City, Kan.; WWWW(FM) Detroit; KMGC(FM) Dallas; WTVQ-TV Lexington, Ky. (ch. 62), and KITV(TV) Honolulu (ch. 4), KHVO-TV Hilo (ch. 13) and KMAU(TV) Wailuku (ch. 12), all Hawaii.

Western Sun Inc., already the owner of

WQAD-TV Moline, Ill., and WIBA-AM-FM Madison, Wis., picked up KYXI(AM) Oregon City and KGON(FM) Portland, both Oregon; KLAK(AM)-KPPL(FM) Lakewood, Colo., and KHON-TV Honolulu (ch. 2), KHAW-TV Hilo (ch. 11) and KAII-TV Wailuku (ch. 7), all Hawaii.

Viacom added eight radio stations and one VHF to its lone broadcast property, WVIT(TV) New Britain, Conn. (ch. 30); WMZQ(FM) Washington; WWRL(AM)-WRVR(FM) New York; WDIA(AM)-WQUD(FM) Memphis, KIKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y. (ch. 13). Egmont Sonderling, the principal owner of Sonderling Broadcasting, held on to WOPA(AM)-WBMX(FM) Oak Park, Ill. Sonderling's WOL(AM) Washington, whose license has been set for hearing, has been sold to a third party, subject to FCC approval.

Record-breaking sales for UHF and VHF stations were announced in 1979, but as the year ended neither had passed muster at the FCC. Outlet Co. agreed to buy KOVR(TV) Stockton, Calif. (ch. 13), for $65 million and Ted Turner sold WRET-TV Charlotte, N.C. (ch. 36), to Westinghouse for $20 million. Although these sales belong to 1980 upon consummation, plenty of high-priced trades were closed in 1979. WHEC-TV Rochester, N.Y., the spin-off of the Gannett merger, was the biggest. But American Family Corp., a diversifying insurance company based in Columbus, Ga., came close. It bought KFVS-TV Cape Girardeau, Mo. (ch. 12), from Hirsch Broadcasting for $22,235,984. And later in the year, American closed on its purchase of WTOC-AM-FM-TV Savannah, Ga. (TV on ch. 11) for $7.72 million from William T. Knight and family. (To comply with FCC rules, American spun-off WTOC-AM-FM to Bluegrass Broadcasting Co. for $1.25 million.) The 1979 buys combined with American's buys of WYEA-TV Columbus, Ga. (ch. 38), and WAFF(TV) Huntsville, Ala. (ch. 48), in 1978, suddenly placed the company prominently on the broadcast rolls.

The New York Times Co. was active too. It bought KFSM-TV Fort Smith, Ark. (ch. 5), for $17.5 million from Buford Television and agreed to buy WHNT-TV Huntsville, Ala. (ch. 19), for $12 million from North Alabama Broadcasters Inc. And John Blair & Co., a major station representative, among other things, purchased three television stations in 1979: KSBW-TV Salinas (ch. 8) and KSBY-TV San Luis Obispo (ch. 6), both California, from Central California Communications Corp. for $16,843,540 and KOKH-TV Oklahoma City (ch. 25) from the Independent School District No. 89 of Oklahoma county for $3.5 million.

The biggest UHF deal of 1979 was Taft Broadcasting's purchase of WDCA-TV Washington (ch. 20) from Superior Tube Co. for $15 million. WDCA-TV was challenged for its record by Ralph C. Wilson Industries, which paid $14 million for KGSC-TV San Jose, Calif. (ch. 36).

Storer Broadcasting's implementation of a plan to get out of radio and a couple of record-breaking deals kept things active in the radio portion of the marketplace. Storer sold KTNQ(AM) Los Angeles to K-Love Broadcasting Inc. for $8 million; KHTZ(FM) Los Angeles to Greater Media Inc. for $4 million; WGBS(AM)-WLTF(FM) Miami to Jefferson-Pilot Broadcasting Co. for $12.5 million, and WSPD(AM) Toledo, Ohio, to Wood Broadcasting Inc. for $3.3 million. All that remains of its once-formidable radio holdings is WHN(AM) New York, which has been sold to the Mutual Broadcasting System for $14 million, subject to FCC approval, and WLAK(FM) Chicago, which will be sold after Storer fulfills the three-year ownership requirement of the FCC (it purchased the station in April 1978).

Mariner Communications paid the highest price ever for an AM-FM combination, laying out $17 million for WLW(AM) Cincinnati and WLWS(FM) Hamilton, Ohio. And Sandusky Newspapers Inc., which has bought a number of stations since early 1978, paid a record $6.7 million for KBPI(FM) Denver.

Mariner's record may stand a while, but Sandusky's won't survive 1980. Metroplex Communications has already made a deal to sell KOAX(FM) Dallas for $7 million; Cecil Richards, a broadcast station broker, is working on an $8-million FM deal, and Jim Gabbert has been busy trying to put together a deal for his KIOI(FM) San Francisco with a price in the $12-$15 million range.

AM deals closed in 1979 were topped by the $12 million the Mutual Broadcasting system paid the Chicago Federation of Labor and the Industrial Union Council for WCFL(AM) Chicago. No other AM buyer got close to that figure. The runners-up were K-Love Broadcasting, which bought KTNQ(AM) Los Angeles from Storer for $8 million; Southwestern Broadcasters Inc., which paid Retlaw Broadcasting Co. $7 million for KOGO(AM) San Diego, and Taft Broadcasting Co., which, eager to complement its WJYW(FM) Tampa, Fla., paid Rounsaville of Tampa Inc. $5.5 million for WDAE(AM) there.

The following are summaries of the remaining VHF, UHF and radio deals, valued at more than $1 million, that were approved by the FCC and consummated in 1979.

VHF

KSHO-TV Las Vegas (ch. 13) was sold by Channel 13 of Las Vegas Inc. to a subsidiary of The Journal Co., Milwaukee, for $13.5 million.

Joseph Amaturo sold KQTV(TV) St. Joseph, Mo. (ch. 2), to Malcolm Glazer, owner of two other television stations, for $9 million and bought KHGI-TV Kearney, Neb. (ch. 13), and its three satellite sta-

Richter-Kalil & Co., Inc.

Radio, TV and CATV Brokers

Edwin G. Richter, Jr.
Frank Kalil

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26 years of station transactions

Dollar volume of transactions approved by FCC

	Total	*Radio only*	*Combined Radio-TV†*	*TV only*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	174,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000	267,296,410
1972	271,330,537	114,424,673	0	156,905,864
1973	230,381,145	160,933,557	2,812,444*	66,635,144
1974	307,781,474	168,998,012	19,800,000**	118,983,462
1975	259,485,961	131,065,860	0	128,420,101
1976	290,923,477	180,663,820	1,800,000	108,459,657
1977	289,871,604	161,236,169	0	128,635,435
1978	651,728,398	331,557,239	30,450,000	289,721,159
1979	1,116,648,000	335,597,000	463,500,000***	317,581,000
Total	$6,078,750,984	2,651,888,265	1,155,769,883	2,257,722,736

Note Dollar volume figures represent total considerations reported to all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC

*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971

**Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.

***Figures represent deals involving sales of radio and television stations in single transactions. Six deals included 17 television stations and 35 radio stations.

Number of stations changing hands

	Radio only	*Combined Radio-TV†*	*TV only*
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	3	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	1	27
1972	239	0	37
1973	352	2*	25
1974	369	5**	24
1975	363	0	22
1976	413	1	32
1977	344	0	25
1978	586	3	51
1979	546	52***	47
Total	8,094	294	747

Note Prior to 1978, a combined AM-FM facility was counted as one radio unit in computing total number of stations traded

†Includes single properties consisting of radio and TV stations

tions from NTV Enterprises Inc. for $8.5 million.

The Daily Telegraph Printing Co. complied with the FCC's "egregious" crossownership order and sold WHIS-TV Bluefield, W. Va. (ch. 6), to Quincy Newspapers Inc. for $8 million.

KDAL-TV Duluth, Minn. (ch. 3), was sold by KDAL Inc. (subsidiary of the Tribune Co. of Chicago) to Palmer Broadcasting for $7.25 million.

Despite the objection from a local citizen group which hoped to maintain KCPQ(TV) Tacoma, Wash. (ch. 13), as a noncommercial station, even though it broadcasts on a commercial allocation, Clover Park School District No. 400, which operated the station with community support, sold the station to Kelly Broadcasting Co. for $6.25 million.

Johnny Carson, host of NBC's *Tonight Show with Johnny Carson*, headed a group that bought KVVU-TV Henderson-Las Vegas (ch. 5) from Nevada Independent Broadcasting for $5.5 million. Carson and company had to come up with an additional $500,000 after they failed to qualify the seller for a tax certificate based on their 30% minority ownership.

WPBN-TV Traverse City (ch. 7) and WTOM-TV Cheboygan (ch. 4), both Michigan, went to the United States Tobacco Co. for $3.5 million in the buyer's stock. Seller was group of four, headed by Lester Biederman.

Richard Eaton, sold KIKU-TV Honolulu (ch. 13) to Mid-Pacific Television Associates for $2.3 million.

Another deal that deserves mention even though the purchase price was only $912,588 was the buy of WAEO-TV Rhinelander, Wis. (ch. 12), by Seaway Communications from Northland TV. The sale made WAEO-TV the first network-affiliated, VHF stations owned by minorities.

UHF

McClatchy Newspapers, tired of fighting a group of local businessmen who had filed a competing application for KMJ-TV's ch. 24, sold the station to the group, San Joaquin Communications Corp., for $13.5 million.

Retlaw Enterprises, seller of KOGO(AM) San Diego (see page 42), bought KMST(TV) Salinas, Calif. (ch. 46), from Monterey-Salinas TV Inc. for $8.25 million.

WAPT(TV) Jackson, Miss. (ch. 16), was

sold by Television American Sixteen Inc. to Clay Communications Inc. for $7,905,878.

Bernard Waterman and his wife, Edith, bought WBBH-TV Fort Myers, Fla. (ch. 20), for $7,887,240 from Broadcasting-Telecasting Services Inc.

Multimedia Inc., a major group owner, expanded into UHF in 1979 with the purchase of WZTV-TV Nashville (ch. 17) from Reel Broadcasting Co. for $6 million.

Jerry Perenchio and Tandem Productions bought WNJU-TV Linden, N.J. (ch. 47), just before the year's end with plans to use it for subscription television. The seller was Columbia Pictures and the price was $5 million.

The minority stockholders didn't want to let go, but Henry Tippie and the other controlling shareholders did and they sold control of Kingstip Communications (KTVV(TV) (ch. 36)-KHFI-FM Austin, Tex.) to LIN Broadcasting for $4.5 million.

The Toledo Blade Co., newspaper publisher, cable operator and broadcaster, bought WLFI-TV Lafayette, Ind. (ch. 18), from Richard and Harold Shively, brothers, for $3,153,750.

Omega Communications bought a dark WSWB-TV Orlando, Fla. (ch. 35), from Sun World Broadcasters for $2,380,000 million, changed the calls to WOFL-TV and put the station on the air.

WTAP-TV Parkersburg, W. Va. (ch. 15), went from PMA Communications Inc. to Benedek Broadcasting Corp. for $2.2 million.

Birney Imes and family bought KDUB-TV Dubuque, Iowa (ch. 40), for $1.5 million from the Lloyd Hearing Aid Corp.

RADIO

Outlet Co. carried its aggressive buying habits into 1979. In addition to making a deal for KOVR(TV) Stockton, Calif. (see page 42), the diversified, publicly owned company bought WIOQ(FM) Philadelphia from Que Broadcasting Co. for $6,425,000 and WQRS-FM Detroit from Fine Arts Broadcasters Inc. for $2 million.

Cecil Heftel, the Hawaiian congressman, who was at one time on his way out of the broadcasting business is getting back in. He bought WLUP(FM) Chicago from Phil Chess for $5.25 million.

Guy Gannett Publishing Co. sold WHYN-AM-FM Springfield, Mass., to Affiliated Publications Inc. for $5.1 million and bought KSTT(AM) Davenport, Iowa, and WXLP-FM Moline, Ill., from Frederick Epstein for $2.3 million.

The National Black Network, headed by Eugene Jackson and Sydney L. Small, bought WDAS-AM-FM Philadelphia from Max Leon under the FCC distress sale policy, which allows stations with licenses designated for renewal hearing to be sold to minority groups or individuals.

WVCG(AM)-WYOR(FM) Coral Gables, Fla., went from Independent Music Broadcasters Inc. to Insilco Broadcast Group for $4,850,000.

Another minority-owned group, Inner City Broadcasting, bought KKTT(AM) Los

Angeles, KUTE(FM) Glendale, Calif., from Tracy Broadcasting for $4.5 million.

For $4.5 million and $500,000 for a covenant not to compete, the Journal Star Stations Group picked up KRKE-AM-FM Albuquerque, N.M. The seller was Gaylord Broadcasting.

Crawford Broadcasting Co., controlled by Ruth Crawford Porter, was busy rearranging its holdings in 1979. Most of the properties were sold to various family members, but KFMK(FM) Houston was sold to an outsider, First Media Corp., for $4.5 million.

KLIF(AM) Dallas sank from the top of the ratings to near the bottom during its eight years of ownership by Fairchild Industries, which finally gave up and sold it to Susquehanna Broadcasting Co. for $4.25 million, 40% of what it paid for it.

After a deal to sell to Cecil Heftel fell through, Reeves Telecom, which liquidated all its assets last year, sold WITH-AM-FM Baltimore to Scripps-Howard Broadcasting Co. for $3.9 million. Reeves also sold WKEE-AM-FM Huntington, W. Va., to Capitol Broadcasting Co. for $1.9 million.

Gordon McLendon sold the last of his broadcast properties, KNUS(FM) Dallas to San Juan Racing for $3,750,000.

WKBN Broadcasting Corp. purchased WAAM(AM) Ann Arbor, Mich., and WIMA-AM-FM Lima, Ohio, from Lima Broadcasting Crop. for $3.6 million.

WRQK(FM) Greensboro, N.C., was sold by Greensboro FM Inc. to WRQK Inc. for $3,475,000.

James Walter and Robert Weeks sold off some of their properties. WJNO(AM) West Palm Beach; WJNO-FM Palm Beach, Fla., went to Fairbanks Broadcasting Co. for $3 million plus $300,000 for a covenant not to compete and WTNT(AM)-WLVW(FM) Tallahassee, Fla., to Robert Ingstad for $1.1 million.

Sentry Broadcasting, a division of Sentry Insurance Co. of Wisconsin, bought WTAX(AM)-WDBR(FM) Springfield, Ill., from Sangamon Broadcasting Co. for $2,790,000.

Sunbelt Communications Ltd. paid Stereo Broadcasting Corp. $2.5 million plus $216,000 for an agreement not to compete for KFYE(FM) Fresno, Calif.

KAYO(FM) Seattle passed from Washington Telecasters Inc. to Obie Broadcasting Corp. for $2.6 million.

Beck-Ross Communications paid Jones College $2.5 million for WKTZ-AM-FM Jacksonville, Fla.

William McCormick and Technical Operations, a diversified, publicly owned company, bought WFOG-AM-FM Suffolk, Va., from Smiles of Tidewater Inc. for $2.4 million.

Stevie Wonder, the recording artist, has a chance to broadcast his own records. He bought KHLK(FM) Compton, Calif., from John L. Hill for $2.2 million.

KKUA(AM)-KQMQ(FM) Honolulu went from KoKUA Radio One Corp. to CCLA Communications Inc. for $2.2 million.

WKBR(AM) Manchester, N.H., was purchased by THEnterprises for $2 million from Granite State Broadcasting.

John Hicks and his wife, Madelyn, sold KLVI(AM) Beaumont, Tex., to their sons, Steven and Thomas, for $2 million.

Doubleday Broadcasting Co. bought WGNU-FM Granite City, Ill., from Charles Norman for $2 million.

Hutton Broadcasting Inc. bought KOCM(FM) Newport Beach, Calif. from Success Broadcasting Co. for $2 million.

KOOL(AM) Phoenix went from KOOL Radio-Television Inc. to Stauffer Communications Inc. for $2 million.

Mission East Co. broke up and sold its Miami combination: WWOK(AM) went to Metroplex Communications of Florida for $1,540,000 plus $200,000 for a covenant not to compete and WJOK(FM) went to Susquehanna Broadcasting Co. for $2 million.

CTW Communications, a subsidiary of the Children's Television Workshop, decided that it couldn't manage KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, so it sold the two stations to a group headed by Franz Allina, a former CTW executive, for $1,940,000.

Cosmos Broadcasting, a subsidiary of Liberty Corp., bought WQSR(FM) Sarasota, Fla., from Sarasota Radio for $1.9 million.

KOCY(AM)-KXXY(FM) Oklahoma City went from Bonebrake & Co. to Summit Communications for $1.9 million.

Wiskes/Abaris Communications paid $1,792,500 plus $25,000 for an agreement not to compete to Mountain States Broadcasting Corp. for KIIQ-AM-FM Manitou Springs, Colo.

Steve Agnew sold KFMQ(FM) Lincoln, Neb., to Telegraph-Herald Inc. for $1.8 million.

The American Broadcasting Companies sold KXYZ(AM) Houston to Slater Broadcasting Co. for $1.8 million.

Sunbelt Communications paid Wolverine Broadcasting Corp. $1.79 million for KVOR(AM)-KSPZ(FM) Colorado Springs and later sold KSLY(AM)-KUNA(FM) San Luis Obispo, Calif., to San Luis Obispo Broadcasting for $1,575,000.

Broadcasting Associates Inc. sold KELI(AM) Tulsa, Okla., to Philip R. Jonsson for $1.65 million.

KCEE-FM Tucson, Ariz., was sold by Strauss Broadcasting Co. to Arizona Lotus Corp. for $1.6 million.

Marathon Communications purchased WIBX(AM)-WIBQ(FM) Utica, N.Y., from Frederic C. Bowen for $1.2 million plus $300,000 for consultancy and noncompetition agreements.

Swanson Broadcasting purchased WSHO(AM) New Orleans from Americana Broadcasting Corp. for $1.5 million.

WHLI(AM)-WIOK(FM) Hempstead, N.Y., were sold by FM Broadcasting Corp. to Williams Broadcasting Corp. for $1,417,750.

General Communicorp Inc. bought WHLY(FM) Leesburg, Fla., for $1,380,000 plus $30,000 for a consultancy agreement. The sellers were Bernard Kaplan; his wife, Norma, and James Shipley.

John Hall and his wife, Mary, sold KCEY(AM)-KMIX(FM) Turlock, Calif., to Behan Broadcasting Co. for $1,375,000.

In addition to buying WHEC-TV

Rochester, N.Y., Ragan Henry's Broadcast Enterprises National Inc. bought WPDQ(AM) Jacksonville, Fla., from Mel-Lin Inc. for $1,360,000.

Hecht S. Lackey sold control of WSON(AM)-WKDQ(FM) Henderson, Ky., to his son, Henry, for $1,343,979.

Harte-Hanks Communications Inc. bought KMJK(FM) Lake Oswego, Ore., from Communico Northwest Corp. for $1.3 million.

Radio Ann Arbor Inc. sold WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan, to Lake America Communications for $1,235,000.

KBBQ(AM)-KBBY(FM) Ventura, Calif., went from Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for $1.2 million.

Eastern Broadcasting Corp. paid $1.2 million to Smith Communications for WPDC-AM-FM Elizabethtown, Pa.

For $1,190,000, Cordem Inc. bought WHHR(FM) Hilton Head Island, S.C., from Hilton Head Radio Corp.

WADC(AM)-WIBZ(FM) Parkersburg, W.Va., went from Randy Jay Broadcasting Co. to WADC/WIBZ Partnership for $1,024,000, plus $150,000 for covenant not to compete.

KEED(AM) Eugene, Ore., went from Century Pacific Inc. to Community Pacific Corp. for $1 million.

Taft Broadcasting sold KODA(AM) Houston to Spanish Broadcasting Corp. for $1.1 million. (It has also sold KODA-FM there to Westinghouse Broadcasting for $5 million, subject to the approval of the FCC.)

Sterling Recreation Organization Co. bought KDKO(AM) Littleton, Colo., from Radio Station KDKO Inc. for $1.1 million.

Lee Dixon and his wife, Iva Mae, sold WSOM-AM-FM Salem, Ohio, to Rust Communications Group for $1.1 million.

Trenton Broadcasting Corp. bought WBUD(AM)-WBJH(FM) Trenton, N.J., from WBUD Inc. for $1.1 million.

Evans Broadcasting Corp. purchased WAAA(AM) Winston-Salem, N.C., for $1,040,000. Robert B. Brown was the seller.

Triplett Broadcasting bought WCOR-AM-FM Lebanon, Tenn., from Andrew Jackson Hendrickson for $1,025,000.

Paul Neuhoff and Mary Forbes purchased WQIZ-AM-FM St. George (Charleston), S.C., from Soundamerica Corp. for $1 million.

Capital Broadcasting Co. paid $1 million for WNUU(FM) St. Matthews, Ky. The seller was Summers Broadcasting Co.

For $1 million, Charmar Broadcasting Inc. bought KNPT-AM-FM Newport, Ore., from Yaquina Radio Inc.

WMBO(AM)-WRLX(FM) Auburn, N.Y., went from Auburn Media to Scott Broadcasting Co. for $1 million.

William H. Hernstadt and his wife, Judith, paid $1 million to WKAT Inc. for WKAT(AM) Miami Beach.

Robert D. Janacek and his wife, Mary Anne, sold KLOM(AM)-KLPC-FM Lompoc, Calif. to D 'n' T Broadcasting Inc. for $1 million.

Station buyers stood in line

Despite high interest rates, demand doesn't soften, particularly for FM and UHF

Station brokers, who profit from a vigorous broadcast station marketplace as well as high prices, were not disappointed by 1979. The number of radio and television stations bought and sold kept pace with 1978, while the average price for a station increased (see story page 38).

The brokers saw 1979 as another in a string of similar years that began after the 1974-75 recession. Last year was marked by a great deal of trading activity in all types of stations and by prices that moved ever upward. All agreed that it was a seller's market in 1979, and none cast doubt that the current trends would carry over into this year and possibly beyond.

Although all types of broadcast properties increased in value in 1979, the brokers reported that UHF's and FM's made the biggest gains. Both were commanding prices that not only reflected greater audiences and revenues, but also the feeling that these services offer the most growth potential. The brokers conceded that a portion of the FM gain was made at the expense of AM, but they also concurred that most AM's are still good buys and that the AM market should remain at least as strong as the general economy.

Most of the brokers felt that it was far too soon to calculate the effects on the market of the latest regulatory moves, and there was agreement that the efforts to increase minority ownership without creating new stations would add to the value of stations by introducing additional buyers into the marketplace.

The year's 12.5% inflation rate and the year-end's 15% interest rates may have discouraged some buyers—but not many. Interest rates did little to hold down prices, while most brokers were able to circumvent the tight money supply by constructing seller-financing deals. As Clyde Haehnle of R.C. Crisler & Co. said: "You have to have seller financing if you're going to have a term deal now. I can't get a buyer, go to the bank and get prime plus one or prime plus two, and make a go of it."

Joseph Sitrick of Blackburn & Co. said there were "times when we wondered what was going to happen as the interest rates went higher and higher. We expected to see a softening of the market or the price." But, he said, "the high rate was overcome by sellers who took back paper at considerably less than the banks." Consequently, he said, Blackburn was able to "sell just about everything that came along."

Dick Shaheen, a Chicago broker, said that "the high interest rates caused a lot of people to back off from all-cash deals and look for seller financing." To accommodate buyers short on cash, Shaheen said, "sellers have to have an open mind and be very flexible."

Even if the high interest rates continue through 1980, Memphis broker Milton Q. Ford feels that "the year will be OK, if sellers aren't unrealistic" in their asking prices and if they're willing "to take back paper at a reasonable rate of return—9% or 10%." Ford said that the tight money situation hurts modest venturers trying to buy in small and medium markets. "The money is not hurting the big deal," which usually involves big operators who can still get the cash, Ford said.

Cecil Richards, a broker based in Falls Church, Va., agreed with Ford's assessment and with the consensus that it is the seller who is or should be making the concessions in a tight money economy. "High interest rates are resulting in sellers who are being more negotiable—if not in the price, then certainly in the kind of terms they are willing to give."

Despite the general feeling among brokers that seller financing is one way and perhaps the best way around high interest rates, at least one broker feels that such sales are unwise. Ted Hepburn said that he does mostly straight cash deals, claiming it makes no sense for a seller to take back paper at 8% or 9% when inflation is running at a higher rate. The only kinds of stations that are seller financed, Hepburn said, are those where the "seller is trying to get a higher price than the station deserves, so he makes concessions," and those where "the seller isn't knowledgeable and doesn't understand economics and that inflation will eat him up."

An anticipated effect of high interest rates is a softening of demand for stations. However, as a couple of brokers pointed out, high rates can also encourage more sellers to enter the marketplace. Bill Prikryl of R. D. Hanna Co. said that because of the high rates "small operators

The year's 12.5% inflation rate and the year's-end 15% interest rates may have discouraged some buyers—but not many.

are having difficulty getting operating money at a reasonable cost" and this fact coupled with the incentive of a reduced capital gains tax that went into effect on Jan. 1, 1979, is an inducement for them to sell. Richards said many owners who bought their stations with money with a floating interest rate also have to be thinking sell. "If a seller bought his station on a floating interest rate of two points above prime," Richards said, "the lender [now making 17% or 18% interest] may be making more off the station than the owner. In marginally profitable stations, the owner is losing money due to his high debt service and may be forced to sell."

The reason prices can rise in the face of tight money is just one more illustration of the over-all viability of broadcasting and its attractiveness to investors. The prices are also pushed higher by other factors. Howard Stark, a New York broker, said "very few individuals still own stations in the top-50 markets." And, Stark said, corporations are less apt than individuals to sell creating a situation of low supplies in areas where stations are most profitable and most desirable. Another factor boosting prices, is the broadcasters who put their stations on the trading block at high prices that are out of line with the stations' profits and revenues.

Ford said that he was asked to sell an AM-FM combination for what he felt was an "unrealistic" price of $800,000. He said that although the stations were "good facilities" they were "only grossing $200,000 or so a year" in a small market. "Nobody's bashful. They'll ask anything, hoping to get it and sometimes they do," he said. Reggie Martin, a Miami broker, also had an extreme example of inflationary pricing. Martin said a broadcaster in a growing medium market came to him with a station that grossed $150,000 annually, wanting to sell it for $2.5 million. Martin said that he "would be embarrassed to try to sell it at that price," but, he later noted, "Stations sold at incredibly high prices years ago appear today to be good buys."

When different types of broadcast services and their values are discussed, VHF's, of course, top the list, but UHF's, long the poor companions, came on strong in 1979. Noting that 1980 is both an election year and an Olympics year, Stark said: "It will be a hell of a year for television broadcasting." And, he added, it will be particularly good for UHF's. "Buyers have their five V's," he said, "and are now expanding into the U's." He also said that subscription television lends new viability to many UHF stations. "They're not really in competition with the V's."

The continued prosperity of television broadcasting and value of television stations may be affected by how broadcasting handles the competition from other video sources seeking time on the television set—cable, videodisks, videotape, and perhaps, satellite-to-home broadcasting. Frank Kalil, of Richter-Kalil & Co., doesn't feel the competition will have much effect on the station values and that opinion to the contrary has been heard in different forms before. "It wasn't long ago," he said, "that people were saying that CB radio was going to cut into the radio listening habits of people in automobiles. There seems to be room for everyone." Ted Hepburn and Clyde Haehnle were in accord with Kalil. Hepburn said the encroachment of new technologies "hasn't had the slightest effect on interest in purchasing." For whatever reason, he said, interest remains high in television among those entering broadcasting for the first time and among those broadcasters seeking to fill out their complement of stations. Haehnle said that some clients "are expressing concern about fragmentation of the audience by STV and cable; however, we don't feel this concern will adversely affect prices."

Regardless of what the future holds for television, there is no doubt that it's currently the hottest item in the spectrum. "Television is very strong," Richard Kozako, of Keith W. Horton Co., said. "We can't find enough TV properties. UHF, VHF, independent or network affiliate—finding a buyer doesn't seem to be a problem."

Minorities, said one broker, are getting serious: "We've had our share of tire-kickers, but what we're seeing now are qualified and sophisticated buyers."

Although everybody wants a good television station, according to the brokers, long lines will form for most Class C FM stations too. Hepburn said that the 1970's were the decade of FM, when the buying emphasis gradually shifted from AM to FM. Haehnle said, "FM is maturing rapidly. It now has over 50% of the audience and revenues are bound to catch up. We anticipate FM to maintain its strong position throughout 1980." Haehnle, like most of the brokers, said that the most salable property he could get his hands on is an FM. Southern properties have a little extra appeal, he said, but "we'll sell it in Baltimore just as quickly." Bill Prikryl said that most FM listings are money in the bank. "Just give me the station; I've got the people to call. It's more attractive with an AM sister, but it will sell just as well without it."

There was some indication, however, that the buyer's infatuation with FM may be wearing thin. Kozako said that buyers "are looking a little more at performance than they were just a year earlier."

There was much talk among the brokers of a slackening of demand for AM stations and the flattening out of AM revenues and prices, but the talk was in the general sense and the brokers made clear that there are still a lot of good AM properties out there. As Frank Kalil pointed out: "A good AM is still a good thing to have." Kalil said that when he evaluates a station, he does so on the basis of its facilities, its market and its past performance. To him, the distinction between AM or FM is secondary. It's still a matter of "reaching most of the people most of the time."

The brokers are aware that regulatory actions of governmental agencies can have a profound effect on station values. And while they agreed that some of the proposals of 1979 such as radio deregulation and 9 khz spacing to create more stations on the AM band could have far-reaching implications—should they ever come to fruition or even close to fruition—they said that the moves have had little immediate effect. "Nobody knows about 9 khz. It might be years away and it might be never. That's the way broadcasters and would-be broadcasters are looking at it—no immediate effect, no appreciable effect," said Paul Chapman of Chapman Associates.

Hepburn agreed that it was "far too

soon" to pass judgment on 9 khz and said that there are a couple of proceedings at the FCC that are more imminent and perhaps more significant. The proceedings he was referring to address the question of whether Class IV AM's should be allowed to boost nighttime power from 250 w to 1 kw and double the size of their transmitting antennas. Hepburn said that Class IV stations are "currently very much out of favor," but if the changes proposed in the proceedings are allowed, the Class IV's could "become very valuable."

Richard Kozacko said that the action that caused the most concern to the buyers and sellers was an FCC condition on the Gannett-Combined Communications merger that raised the specter of the FCC one day ordering the break-up of AM-FM combinations. Kazacko said that "a lot of deals were rocked" by that action. Buyers, he said, were backing away from combination buys, fearing that they would be forced to sell off either the AM or FM.

There was a big jump in the number of minority-owned broadcast properties in 1979 and most were the result of station buys. As far as the brokers are concerned, increased minority ownership is a trend that will continue far into the 1980's and they're all for it. The brokers see minority groups as additional buyers who as they play an ever increasing role will help insure that station values and trading activity remains high. They gave some of the credit for the rise of the minority buyer to the FCC and its tax certificate policy that allows sellers to defer capital gains tax if they sell to a minority-controlled group, but said that the availability of money to minority groups and an increase in the number of qualified minority buyers were far more significant.

Ted Hepburn said that there are instances where the tax certificate can be a real help, but it is not what people thought it would be. One of the problems, he said, is that "in almost every case the tax certificate requires a cash sale. It is hard to get the benefits if you sell on terms." Hepburn said that far more beneficial to the minority buyers are the minority enterprises small business investment corporations (MESBIC's), government-subsidized investment corporations that have made funds available to all sorts of minority-owned businesses.

Haehnle and Kalil felt that the key element in increased minority ownership is an increase in the number of qualified minority buyers. "We've had our share of tire kickers," Haehnle said, "but what we're seeing now is qualified and sophisticated buyers."

Cable: Good-bye to mom and pop

Big MSO's become bigger, while many new-to-the-medium firms are buying in, eager to avoid costly franchise fights and get right to that attractive cash flow that CATV can offer

The big fish who have been feasting on the little fish in the cable television pond had better keep an eye open: Bigger fish are on the way.

According to Rich Michaels, a broker with Communications Equity Associates, Miami, the cable industry can expect several of the medium-sized multiple system operators—in the 50,000-to-150,000-subscriber range—"to be sold or absorbed by merger in 1980 either by bigger MSO's or by outsiders."

Michaels's list of outsiders, whom he knows to be interested in buying existing cable systems, includes Scripps-Howard, New York Times Co., 20th Century Fox, Prentice Hall and Capital Cities Communications. All have been actively seeking buys in 1979, but none has yet found the right one, he said.

To Michaels's list, Robert Brown, vice president of Daniels & Associates, Denver, added McGraw-Hill and Ziff-Davis Broadcasting. Brown said that many companies that "never looked before are now looking. People are coming from everywhere. If you get a big deal you can bring some heavy hitter to it."

The entry of the outsiders is just one of many forces that pushed up cable prices in 1979. The readiness of investors to back cable operators, the arrival of experienced Canadian cable operators who can no longer find room for growth in their own country, the presence of acquisitive MSO's with established lines of credit, the increasing costs of obtaining cable franchises, and, most important, the success of cable in the consumer marketplace, have all contributed to the quantum leap in prices over the last year or two.

According to Ian Gilchrist of Warburg Paribas Becker, New York investment bankers, "It was a wild market" in 1979 as a price spiral that began a rapid rise in 1978 continued into 1979. He said that prior to 1978 "seven times operating income had traditionally been the going rate for a cable system, but during the past two years the price has jumped to 10 times or as much as 12 times operating income." And, he added, the average price per subscriber shows a commensurate increase: from $300 to anywhere from $400 to $550.

Michaels, who called 1979 "a very intense seller's market," said that one reason the prices have increased in spite of high interest rates and tight money near the end of the year is due to the publicly owned MSO's that, having arranged financing in 1978 and early 1979, have lines of credit at relatively low interest rates of 10%-10 5/8%.

He said, however, that this good fortune does not extend to the smaller companies without pre-arranged financing. They have to borrow from banks at prime

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18
RATING

32
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23%
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than a year ago!

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6:30 PM

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plus two or prime plus three (17% or 18%) or from finance companies at even higher rates, he said.

The tight-money situation has had little effect on the outsiders. Michaels said that they are usually companies with substantial cash flow, and they have little need to borrow.

Gilchrist said that investors have been attracted to cable because it generates a predictable cash flow. This is particularly attractive to consumer or retail-oriented companies whose operating income often rises and falls with the season, he said. Such companies see cable as a way to level off corporate ups and downs by funneling cable money to other businesses, he said.

Investors also like the fact that a dollar of cable equity had far more leverage power than a dollar in most other capital-intensive businesses. Gilchrist said that most industrial companies can borrow no more than one dollar for each dollar of equity, but in cable, with its cash-flow predictability, two and in some cases three dollars can be borrowed on a dollar.

Speaking in a more general sense, Gilchrist attributed increased prices to increased demand and increased demand to cable's improvement in service to its customers. Gilchrist said cable has benefitted from the advent of pay TV and the tiering of services and "software is better and more abundant."

Gilchrist also said that demand has been fired by the great deal of attention the industry has received in the press.

Michaels said that the high prices are primarily the result of the flood of new buyers into the marketplace. He pointed to the Canadian operators, who because of Canadian regulatory prohibitions against pay television and the fact that almost all areas worth wiring in Canada are wired, have run out of opportunities at home and must move into the U.S. to expand.

Another group Michaels feels has increased demand are the independent telephone companies. Michaels said there are quite a few that wish to become cable operators or increase their holdings. Michaels said the only regulatory restriction on them in terms of cable ownership is that they are not allowed to own systems in areas where they supply telephone service.

> "People are coming from everywhere. If you can get a big deal, you can bring some heavy hitter to it."

Michaels also noted that many companies find acquisition the easiest way to get into the business. He said that the cost of applying for and acquiring a cable franchise can easily run over a half a million dollars and, he said, "It's a gamble."

Despite the influx of "heavy hitters" into the marketplace, seeking to buy out large systems or MSO's, there is still a lot of interest in "mom and pop" systems.

Michaels noted that the industry has matured to the point to where some of the original cable entrepreneurs are reaching retirement age and willing to sell.

And, according to Brown, there is a ready market for the small systems. He said that many big companies wish to enter cable and want to buy a small system to "get their feet wet and find out what the business is like" before investing tens of millions of dollars.

Brown also said that the high prices currently being asked and paid have produced a backlash among the smaller operators, who would like to sell but fear that prices haven't yet peaked and that they might sell short. So, Brown said, they wait it out and further tighten up the market.

The year was positioned between two of the bigger deals in the history of the industry: In November 1978, Time-Life completed its purchase of American Television Communications, with its close to one million subscribers, for $145 million. And last month American Express closed on its buy of 50% of Warner Cable for $175 million.

The year produced some additional mega-deals. Tandem Productions, owned by Jerry Perenchio and Norman Lear, bought Communications Services Inc., which serves 100,000 customers in Kansas, Louisiana, Missouri, Oklahoma and Texas, for $35 million.

Times Mirror Co. bought out the three principals of Communication Properties Inc. (325,000 subscribers)—Jack Crosby, Fred Lieberman and Bob Hughes—for $86 million in February and then proceeded to buy out the remaining stockholder at the price of an additional $42 million.

Storer Broadcasting, which sold all but one of its radio stations to finance its cable venturing, bought or agreed to buy a number of systems in 1979. The biggest buy was General Television Inc. with its 30,000 subscribers scattered throughout Minnesota, Delaware and Maryland.

Tele-Communications Inc. bought Madison Tele-Communications Inc. from Bob Spiegel, Dick Landy and Whitcom Communications for a price in excess of $15 million.

Another major broadcaster, Multimedia Inc., bought the cable television division of Kansas State Network for $11 million.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

**Special temporary authorization* ***Includes off-air licenses*

Satellites

- The following earth station applications have been granted.
- Osborne Cable TV Inc. for Osborne, Kan. (000308-DSE-L).
- Sound Electronics Inc. for LaFayette Paris, La. (000313-DSE-L).
- Ste. Genevieve Cablevision Inc. for Ste. Genevieve, Mo. (000327-DSE-L).
- Rocky Mountain Cable Television Inc. for Eagle, Colo. (000328-DSE-L).
- Signal Cable TV Inc. for Golden Valley, N.C. (000329-DSE-L).
- Metrovision Inc. for St. John, La. (000330-DSE-L).
- San Saba Cablevision Inc. for San Saba, Tex. (000331-DSE-L).
- Southern Oklahoma Cable Inc. for Carter, Okla. (000344-DSE-L).
- Union Plaza Hotel and Casino for Clark, Nev. (000345-DSE-L).
- Guernsey Community Television System for Platte, Wyo. (000350-DSE-L).
- Navajo Community College for Apache, Ariz (000351-DSE-L).
- Karat Inc. for Clark, Nev. (000364-DSE-L).
- SKM Enterprises Inc. for Kittson, N.D. (000365-DSE-L).
- SKM Enterprises Inc. for Walsh, N.D. (000366-DSE-L).
- Osborne Electronics for Clark, Kan. (000367-DSE-L).
- New View Cable TV Inc. for Walsh, N.D. (000368-DSE-L).
- Hurst Systems for Osage, Kan. (000369-DSE-L).
- Burton Antenna Co. for Floyd, Ky. (000257-DSE-L).
- Hi-Net Communications Inc. for Allen, Ind. (000297-DSE-L).
- Hi-Net Communications Inc. for Cook, Ill. (000299-DSE-L).
- Hope Cable TV Inc. for Bartholomew, Ind. (000307-DSE-L).
- Hi-Net Communications Inc. for Abermarle, Va. (000323-DSE-L).
- Hi-Net Communications Inc. for Franklin, Pa. (000324-DSE-L).
- Hi-Net Communications Inc. for St. Joseph, Ind. (000338-DSE-L).
- Daves Cable Co. for LeFlore, Miss. (000341-DSE-L).
- Clear Vision Cable Co. for Newton, Miss. (000342-DSE-L).
- Clear Vision Cable Co. for Newton, Miss. (000343-DSE-L).
- Fenton Cablevision for Genesee, Mich. (000346-DSE-L).
- Gem Communications Inc. for Putnam, Ga. (000348-DSE-L).
- Christian Broadcasting Network Inc. for Floyd, Ind. (000362-DSE-L).
- Wacco Inc. for Wayne, W. Va. (000363-DSE-L).
- Noblesville Cablevision Inc. for Hamilton, Ind. (000370-DSE-L).
- Frederick Cablevision Inc. for Frederick, Md. (000370-DSE-L).

Cable

- South Western Cable TV Inc. for Troy, Ill. (IL0334) new system.
- St. Joseph Cablevision for Savannah, Mo. (MO0175) new system.
- L-B Cablevision Inc. for Blair, Sharples Clothier, and Island Creek, all West Virginia (WV0610,1,2,3) new system.
- United Cable Television of Rotan for Rotan and Anson, both Texas (TX0025,16) new system.
- UA-Columbia Cablevision of New Jersey for Wood Ridge, N.J. (NJ0326) new system.
- Cardinal Cable Inc. for Kimball, Tenn. (TN0165) new system.
- Orange County Cablevision Inc. for Highland, N.Y. (NY0819) new system.
- Beeline Cable Construction Corp. for Bayamon, P.R. (PR0008) new system.
- UA-Columbia Cablevision of Westchester, Inc. for Rye and Greenburgh, both New York (NY0814,5) new system.
- Comcast Cablevision for Wallington and Wallington Twp., (NJ0382,3) new system.
- Cablevision for Solana Beach and San Dieguito, both California (CA0797,8) new system.
- Cross Country Cable TV et al for Union Beach, N.J. (NJ0401) new system.
- Cablevision of Chicago et al for Willow Springs, Il. (IL0338) new system.
- Ultracom of Montgomery County Inc. for Montgomery, Pa. (PA1833) new system.
- Cablevision of Chicago et al. for Forest View, Ill. (IL0340) new system.
- Gonzales Cable TV Services Inc. for Gonzales, Tex. (TX0284) add signal.
- Cablecom-General Inc. for Memphis, and Lampasas, both Texas (TX0023,2) add signal.
- Cablevision of Bayonne et. al. for Bayonne, N.J. (NJ0381) new system.
- United Cablevision Corp. for Chamblee, Doraville

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NEWSPAPER

The Week in Brief

RKO ROCKED □ FCC strips group of three of its television licenses and the rest of its stations may be jeopardized as the commission decides parent General Tire's wrongdoings bring to bear the character-qualification standard. **PAGE 27.**

NOW AND LATER □ Even while the U.S. headed for a boycott of the Moscow Olympics, ABC-TV was successfully bidding an estimated $90 million for the '84 winter games in Yugoslavia. **PAGE 28.**

DAYS OF DECISION □ NAB boards meet in Palm Springs for week and come to terms on a number of items, including a budget increase of 13.4%, a realignment of the station services department, stands on 9 khz and direct-to-home broadcasting, naming of this year's DSA winner. **PAGE 29.**

RUNNING HARD □ FCC's James Quello's campaign for reappointment to the commission gathers momentum and hopeful signs. **PAGE 30.**

CAMPAIGN 1980 □ In the wake of Iowa, some of the presidential campaigns go into high gear, some into low and some even into neutral after the first head-to-head contesting. Now they're pointing, primarily, for New England, with Ronald Reagan now challenged by Bush as the Republican to watch and Carter serenely incumbent. **PAGE 31.**

BULLS OUTNUMBER BEARS □ No matter how business goes in the 80's, broadcasting should outperform the economy. That's the conviction of those who specialize in radio, television and advertising. It's explained in a BROADCASTING special report. **PAGE 35**

THE BLUE CHIPPERS □ Young & Rubicam billed $763 million in radio and television last year. That kept it at the top of the leading 50 agencies in broadcasting during 1979. The complete analysis of that spending begins on **PAGE 42.**

ON WALL STREET'S SUNNY SIDE □ Financial specialist Bill Suter of Merrill Lynch, Pierce, Fenner & Smith is another who feels that broadcasting and related stocks will weather any business downturn. He faced BROADCASTING's editors in a question-and-answer session to explain why and expound on a number of other economy-related issues. **PAGE 72.**

NATPE '80 □ Here's an advance look at next month's programing conference in San Francisco, where a record 3,700 attendance is expected. **PAGE 83.**

THE GROWING ELECTRONIC CHURCH □ The Washington convention of the National Religious Broadcasters is an unqualified success as delegates exchange expertise and get a message from outside experts including Jimmy Carter. **PAGE 86.**

CARTER ON FTC SIDE □ President's state of the union message includes a promise that he will oppose Congress if it interferes with federal agencies. **PAGE 96.**

CONCENTRATION OF CONTROL □ The media ownership issue gets another going-over on Capitol Hill before the LaFalce small business subcommittee. **PAGE 97.**

THEME FOR TORONTO □ The SMPTE's television conference there next week will be devoted exclusively to digital technology. **PAGE 98.**

MAKING BASICS PAY OFF □ Alan Torbet acquired 19 years of hard experience in radio on the West Coast before he launched his own national radio representation firm. That was in 1967, and by the end of 1979 billings of Torbet Radio had grown ten-fold to $30 million due to the organizational skills and research abilities of its chairman. **PAGE 129.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $55.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Parkson Advertising □ Total broadcast billings in 1979 were $56 million, down from $63 million in 1978. Television billings were $55.9 million, with network TV accounting for $55 million of that figure. The broadcast percent of the agency's total billings remained unchanged at 90%. Parkson's main contributor to radio/TV spending is Nabisco with Triscuits, Escort, Wheat Thins and Chicken-In-A-Biscuit crackers. Other major accounts are: Century Creations (Rose Milk skin care products), Ace Comb, and J. B. Williams toiletries (Aqua Velva, Lectric Shave, 5 Day, Mon Triomphe) and pharmaceuticals (Geritol, Mega vitamins, Sominex, Serutan, Femiron, Vivarin, PVM and ACU-Test.).

35

Ross Roy □ 1979 saw a gain of 18.5% in broadcast billings at Ross Roy, for a total of $47.4 million. TV and radio both posted healthy gains, 21% and 13.5% respectively. Total TV billings were $32.3 million, total radio $15.1 million. Biggest percentage gainer was TV network dollars, up 87.5% to $10.47 million. The agency lost its Chrysler Corp. account during 1979, which included corporate advertising, as well as Fleet and Leasing and Mopar Parts and Service. A new addition to Ross Roy's roster was La-Z-Boy Chair, which is active in network and spot TV. Other major accounts are K-Mart, with network and spot billings in both radio and television, and Uniroyal and McDonalds, both of which are in radio and television spot.

49

Sawdon & Bess □ New to the top 50 compilation this year, the agency acquired five accounts active in broadcast: Pulsar Watches, J. Brannam (clothing chain), Sterling Optical, Sterling Dental Centers and Brooks Bros. Kinney Shoe is active in all phases of radio and television (network and spot), while Pontiac Dealers are represented in spot television and radio. Other spot advertisers are Brooks Bros., Pontiac Dealers, Pulsar, Sterling Optical, Brannam, and Woolworth/Woolco.

33

Scali, McCabe, Sloves □ This agency experienced a spot TV surge in 1979, with that category bringing in some $25 million in billings, about double that of 1978. Network TV remained about the same at $20 million and both network radio and spot were up, $800,000 (to $1 million) and $3.8 million (to $4 million) respectively. The broadcast share of agency billings rose 6% to 56% of the total. Major accounts added were Sperry, Hertz, Zoysia Farms and Calvin Klein; resigned were Olivetti, Van Heusen and Simplicity Pattern. Other major accounts are Volvo, Singer, Pioneer, Chesebrough-Ponds, American Can and Perdue.

20

SSC&B □ With a gain of about $12 million in radio-TV spendings, SSC&B reported $130.4 million in broadcast billings for 1979. This figure represents 71% of total domestic billings. Network TV spending was up by more than $10 million and spot TV increased by over $1.5 million. Radio spending was also up in 1979 with a gain of $1 million. One of the biggest accounts added during the year was Mennen (Skin Bracer, Speed Stick and Millionaire cologne). SSC&B reported no lost accounts.

38

Tatham-Laird & Kudner □ This agency's billings were up 12.9%, or $4.9 million, in 1979 with over $3.7 million of the increase in radio, and $3 million of that in spot. The total for broadcasting was $42.8 million: $38.5 million in TV, $4.3 million in radio. Major accounts gained in 1979 were Thomson Vacations, Con-

Young & Rubicam **1** J. Walter Thompson **2** Leo Burnett **3** BBDO **4** Ogilvy & Mather **5** Dancer Fitzgerald Sample **6** Grey **7** D'Arcy-MacManus & Masius **8** McCann-Erickson **9** Doyle Dane Bernbach **10** Foote, Cone & Belding **11** Benton & Bowles **12** Ted Bates **13** Wm. Esty **14** Wells, Rich, Greene **15** Needham, Harper & Steers **16** Campbell-Ewald **17** N W Ayer **18** Kenyon & Eckhardt **19** SSC&B **20** Cunningham & Walsh **21** Gardner **22** Compton **23** Marschalk **24** Bozell & Jacobs **25** Campbell-Mithun **26** Clyne **27** KM&G International **28** Parkson **29** Tracy-Locke **30** Della Femina, Travisano & Partners **31** McCaffrey & McCall **32** Scali, McCabe, Sloves **33** W.B. Donner **34** Ross Roy **35** A. Eicoff **36** Arthur Meyerhoff **37** Tatham-Laird & Kudner **38** Daniel & Charles **39** Lee King & Partners **40** DKG **41** Creamer **42** Warwick, Welsh & Miller **43** John Murray **44** Keller-Crescent **45** Norman, Craig & Kummel **46** Eisaman, Johns & Law **47** Erwin Wasey **48** Sawdon & Bess **49** Manoff Geers Gross **50**

Broadcasting's Top 50 Agencies

Y&R heads the list for second year; 1979 found 42 agencies posting billings gains; broadcast spending up $1 billion over '78

Dramatic gains posted in television advertising placed through the top 50 broadcast agencies enabled 1979 to emerge as a billion-dollar increase year for combined TV-radio billings.

BROADCASTING's 28th annual survey of leading TV-radio agencies shows that TV spending surpassed 1978's total by $996 million while radio investment topped that year by more than $45 million for a combined aggregate climb of $1.05 billion.

The gain in 1979 compares with a $730 million increase in 1978 over 1977, and exceeds the previous high of the $900 million rise in 1977 over 1976.

The five agencies reporting the largest increases—Young & Rubicam, J. Walter Thompson, Ogilvy & Mather, D'Arcy-MacManus & Masius and Dancer Fitzgerald Sample—reported combined TV-radio increases amounting to $488.5 million.

For the second straight year, Young & Rubicam emerged as the leading broadcast agency with total television and radio expenditures in 1979 of more than $673 million. And from this large base, Y&R also showed the largest dollar gain, topping its 1978 TV-radio spending by $148 million.

Nor far behind Y&R was J. Walter Thompson, which had led the broadcast agency pack for 21 years until 1978. Thompson had a broadcast billings gain of a healthy $130 million, raising its domestic total for the year to $625 million.

Still in third place is Leo Burnett Co., which strengthened its broadcast expenditures by a relatively modest—for an agency its size—$15 million. Fourth-place BBDO picked up an additional $33 million in TV-radio expenditures, while Ogilvy & Mather, with a hefty $93.7 million in added billings, shot up from ninth to fifth place.

It was a bullish year for the vast majority of agencies, with 42 posting gains in broadcast spending and five reporting reductions. Three were new to the ranking this year.

Strong advances were achieved by other agencies including D'Arcy-MacManus & Masius, up $73.2 million; Dancer Fitzgerald Sample, up $44.3 million; N W Ayer, up $44 million; Grey Advertising, up $36.5 million; Wells, Rich, Greene, up $36 million; Foote, Cone & Belding, up $33.6 million and Doyle Dane Bernbach, up $33 million.

Registering decreases in broadcast billings were Parkson, down $7 million; Della Femina, Travisano & Partners, down $5.1 million; McCaffrey & McCall, down $14.3 million; Norman, Craig & Kummel, down $7.6 million, and Eisaman, Johns & Law, down $2.4 million.

New to the top 50 compilation were Keller-Crescent, Sawdon & Bess and Manoff Geers Gross. Dropping from the list were Post Keyes Gardner, Weightman and Ally & Gargano.

Young & Rubicam and J. Walter Thompson shared honors in all categories of the broadcast business. Y&R was the leading agency in broadcast billings ($673.4 million); total TV billings ($635 million); network TV billings ($448 million); spot radio billings ($31.8 million) and biggest broadcast gain ($148.4 million). JWT captured honors in three categories—spot television billings ($198.8 million); total radio billings ($45.1 million) and network radio billings ($14.3 million).

The following is an alphabetical listing of the first 50 broadcast-billing agencies. Figures were obtained from the agencies themselves in the large majority of cases; in others, estimates were gathered from various sources.

18

NW Ayer ☐ Triggered by the acquisition of major accounts, Ayer's broadcast billings jumped from $97.7 million in 1978 to $141.7 million in 1979. Total TV billings were up over $39 million, while the total radio billings more than doubled with $14.5 million. Among major accounts gained last year were: Canadair, Gillette, McGraw Laboratories, Menley & James Laboratories, Host International, Japan Travel Bureau International, San Francisco Bay Area Wienerschnitzel Operators Association, Miller Brewing, Nestle, Pacific Telephone &

The Broadcasting ■ top 50 advertising agencies and their 1979 radio-TV billings

(all dollar figures are in millions)

		Combined broadcast billings	*Total TV*	*TV network*	*TV spot*	*Total radio*	*Radio network*	*Radio spot*	*Broadcast percent of agency's total billings*	*Broadcast billings change from 1978*	*Agency's rank in 1978*
1.	Young & Rubicam	$673.4	$635.0	$448.0	$187.0	$38.4	$6.6	$31.8	59	+$148.4	1
2.	J. Walter Thompson	625.0	579.9	381.1	198.8	45.1	14.3	30.8	69	+130	2
3.	Leo Burnett	367.0	357.0	275.0	82.0	10.0	1.5	8.5	57.8	+15.0	3
4.	BBDO	361.0	328.0	221.0	107.0	33.0	8.0	25.0	61	+33	4
5.	Ogilvy & Mather	307.8	283.7	177.1	106.6	24.1	11.4	12.7	59	+93.7	9
6.	Dancer Fitzgerald Sample	297.8	286.4	177.2	109.2	11.4	3.2	8.2	70.9	+44.3	6
7.	Grey	296.9	284.2	186.1	98.1	12.7	2.5	10.2	61	+36.5	5
8.	D'Arcy-MacManus & Masius	275.9	246.9	140.2	106.7	29.0	7.6	21.4	75.5	+73.2	13
9.	McCann-Erickson	270.0	238.0	161.8	76.2	32.0	6.7	25.3	61	+30	7
10.	Doyle Dane Bernbach	246.0	237.0	162.0	75.0	9.0	—	9.0	53	+33.0	10
11.	Foote, Cone & Belding	242.3	220.2	161.9	58.3	22.1	5.4	16.7	54	+33.6	11
12.	Benton & Bowles	234.0	220.0	140.0	80.0	14.0	.5	13.5	67	+26.1	12
13.	Ted Bates	224.5	209.8	161.0	48.8	14.7	8.5	6.2	72	+8.1	8
14.	Wm. Esty	204.0	181.0	119.0	62.0	23.0	8.0	15.0	69	+17.0	14
15.	Wells, Rich, Greene	191.4	176.9	114.6	62.2	14.5	2.1	12.3	72	+36.0	16
16.	Needham, Harper & Steers	182.0	171.0	145.0	26.0	11.0	3.8	7.2	67	+20.0	15
17.	Campbell-Ewald	170.9	156.0	103.7	52.3	14.9	4.0	10.9	65	+22.3	17
18.	N W Ayer	141.7	127.2	96.6	30.6	14.5	6.7	7.8	53	+44.0	22
19.	Kenyon & Eckhardt	131.9	112.0	35.0	37.0	19.9	3.8	15.1	66	+21.1	19
20.	SSC&B	130.4	124.8	98.2	26.6	5.6	0.8	4.8	71	+11.8	18
21.	Cunningham & Walsh	123.9	112.6	76.6	36.0	11.3	—	11.3	55.1	+21.0	21
22.	Gardner	120.8	112.5	80.0	32.5	8.3	3.5	4.8	78	+32.8	23
23.	Compton	113.7	112.2	88.3	23.9	1.5	—	1.5	61.5	+3.9	20
24.	Marschalk	78.8	72.8	46.3	26.5	6.0	5.0	1.0	71	+10.9	25
25.	Bozell & Jacobs	77.8	61.5	23.4	38.1	16.3	0.8	15.4	28	+14.4	27
26.	Campbell-Mithun	75.0	57.0	12.0	45.0	18.0	1.5	16.5	50	+6.0	24
27.	Clyne	65.0	62.0	41.0	21.0	3.0	—	3.0	91	+10.0	30
28.	KM&G International	59.5	50.3	24.6	25.7	9.2	1.0	8.2	31	+6.6	31
29.	Parkson	56.0	55.9	55.0	0.9	0.1	—	0.1	90	−7.0	28
30.	Tracy-Locke	53.8	47.5	32.1	15.4	6.3	1.4	4.9	55	+7.9	32
31.	Della Femina, Travisano & Partners	52.9	42.8	25.8	17.0	10.1	1.1	9.0	63	−5.1	29
32.	McCaffrey & McCall	52.0	48.1	38.5	9.6	3.9	0.5	3.45	45	−14.3	26
33.	Scali, McCabe, Sloves	50.0	45.0	20.0	25.0	5.0	1.0	4.0	56	+16.0	44
34.	W. B. Donner	48.5	39.5	4.5	35.0	9.0	1.0	8.0	59	+4.0	33
35.	Ross Roy	47.4	32.3	10.5	21.8	15.1	2.8	12.3	53	+7.4	35
36.	A. Eicoff	45.5	43.2	0.1	43.1	2.3	—	2.3	92	+10.3	39
37.	Arthur Meyerhoff	43.0	40.0	18.0	22.0	3.0	1.4	1.6	84	+7.6	38
38.	Tatham-Laird & Kudner	42.8	38.5	20.8	17.7	4.3	0.8	3.5	48	+4.9	36
39.	Daniel & Charles	40.0	37.5	20.0	17.5	2.5	—	2.5	55	+6.5	46
40.	Lee King & Partners	38.0	33.2	12.7	20.5	4.8	—	4.8	75	+2.2	37
41.	DKG	37.8	35.0	22.0	13.0	2.8	0.8	2.0	65	+3.0	42
42.	Creamer	36.8	31.5	16.9	14.6	5.3	0.3	5.0	36.8	+1.8	41
43.	Warwick, Welsh & Miller	36.6	32.3	20.0	12.3	4.3	2.7	1.6	43	+1.8	43
44.	John Murray	36.6	34.3	18.5	15.8	2.3	—	2.3	86	+1.1	40
45.	Keller-Crescent	36.5	31.3	13	20.1	3.4	—	3.4	43	—	—
46.	Norman, Craig & Kummel	32.7	31.1	17.2	13.9	1.6	—	1.6	43	−7.6	34
47.	Eisaman, Johns & Law	31.2	20.5	7.4	13.1	10.7	3.0	7.7	62	−2.4	45
48.	Erwin Wasey	31.0	27.8	18.0	9.8	3.2	0.6	2.6	80	+4.1	47
49.	Sawdon & Bess	24.8	22.0	4.0	18.0	2.8	0.8	2.0	88	—	—
50.	Manoff Geers Gross	24.3	23.0	10.8	12.2	1.3	—	1.3	71.5	—	—

Telegraph, Formfit Rogers, and AM International/Jacquard Systems. Heavy broadcast spenders included: AT&T, Pan Am, Seven-Up, U.S. Army, Avon, Bahama Tourism, Bryant Daynite Payne, and Scholl. Resigned accounts were: Ball Corp., Henckels Zwillingswerk, Ralph's Grocery, Victoria Station restaurants, Economics Laboratories, Potlach, Cutter Labs, Norton, Vespa of America and Reuben A. Donnolley.

13

Ted Bates ☐ The agency experienced strong account activity, both to and from Bates, during 1979. Gained during the year were Coors beer, Mobil Chemical, products of Richardson-Merrell, Home Box Office, Borden (Kava), Kal Kan (Mealtime), Clairol Appliances and Playtex Bra Division. Lost were Hertz, Nabisco, North American Systems and Thompson Medical. Broadcast investment moved upward by $8.1 million, all in television as radio dipped by $100,000 from 1978 levels. Broadcast-active clients include Colgate-Palmolive, Breck, Cadbury-Schweppes, Coors, International Playtex, ITT Continental Banking, Mars, Matsushita Electric, Prudential Insurance and Warner Lambert Co.

4

BBDO ☐ Broadcast billings at BBDO rose by an estimated 10% as the agency's TV-radio spending climbed by about $33 million. BBDO suffered a reversal last March when it lost the Dodge account, which billed approximately $60 million, but recouped with increased spending by some of its old-line clients plus new business from RJR Tobacco, portions of General Electric and Old Milwaukee Beer from Schlitz. BBDO clients heavily represented in TV and radio during the year were Armstrong Cork Co., American Cyanamid, Black &

Decker, Block Drug, Campbell Soup, Dean Witter Reynolds, Du Pont, General Electric, Gillette, Hills Bros. Coffee, Hunt-Wesson foods, PepsiCo. Inc., Pillsbury, RJR Foods, Schlitz and Scott Paper Co.

12

Benton & Bowles □ A flurry of new accounts helped B&B to boost its broadcast spending by more than $26 million even though its share of domestic billing fell to 67% from 74% in 1978. Added to the roster in 1979 were Anderson Clayton Foods (new product assignments), Digital Equipment Corp., Jacobsen Division of Textron (power snow blowers and lawn mowers), Stiffel and Computer Sciences. Resigned in 1979 was S.C. Johnson. The agency's extensive broadcast account list includes Procter & Gamble and General Foods, which were active in network and spot TV and radio and in program sponsorships (made-for-TV movies). General Foods also held sponsorship in Bob Hope TV specials. Other strong broadcast spenders at B&B are AMF, Fiat, Texaco, Richardson-Merrell (Vick Chemical), Morton Norwich, Continental Airlines and Hardee's food systems.

25

Bozell & Jacobs □ This agency reported a $14.4-million gain in total broadcast expenditures. TV billings rose to $61.5 million while radio billings gained a substantial $11 million. The broadcast percentage of the agency's total billings went down slightly to 28%; a 1% decrease from 1978's figures. Active broadcast spenders for Bozell & Jacobs were Minolta, Lee, Renfield Importers, Borden's and Jockey.

3

Leo Burnett □ For the second year in a row, Burnett's broadcast increase was comparatively modest for a large-sized agency, topping 1978's figure by $15 million. The agency's broadcast spending dipped to 57.5% from 60% in 1978. Burnett reported it acquired Litton microwave ovens and ranges last year while losing no accounts. The agency's extensive list of broadcast users includes Allstate Insurance, American Bankers Association, Commonwealth Edison, Green Giant, Harris Bank Trust, H. J. Heinz, Keebler, Kellogg, Kimberly-Clark, Maytag, Litton, Memorex, Nestle, Pillsbury, Seven-Up, Swift and Procter & Gamble, all heavy in TV. Radio expenditures came from Seven-Up, Steak & Ale restaurants, Maytag, Memorex, Nestle, Pillsbury, American Bankers Association and Kellogg.

17

Campbell-Ewald □ During the year C-E added an estimated $22.3 million in TV-radio billings as domestic expenditures increased by 13%. C-E's total includes those of Clinton E. Frank and Tinker Campbell-Ewald, all of which are Interpublic agencies. During 1979 active broadcast accounts at C-E included various divisions of General Motors, including Chevrolet, Delco and General Motors Acceptance Corp.; Borden Foods, Rockwell International, Libbey-Owens-Ford, Goodyear Tire & Rubber, Burroughs and Detroit Edison. C-E's billings were swelled by spending at Clinton E. Frank by Kraft, Stokely-Van Camp, International Air Bahama and Agar Food Products. From Tinker Campbell-Ewald came billings from Coca-Cola (foods division), British Airways, Citicorp and Heublein.

26

Campbell-Mithun □ 1979 broadcast billings for this Minneapolis-based agency were $75 million—$6 million more than the previous year. Heavy radio/TV spending included General Foods, Heilman Brewing, Land O' Lakes, Toro, and Kroger. New accounts are Better Homes & Gardens real estate, Coke Foods, Kohler and Dubuque Packing. Major accounts lost: Litton and West Bend.

27

C. T. Clyne □ Although radio billings remained stable at $3 million, TV billings for Clyne rose $10 million, yielding a total of $62 million. Combined broadcast expeditures were $65 million. Clients heavily active in radio-TV spending were Whitehall, Boyle-Midway, J. P. Stevens, A. E. Staley, Arm & Hammer and Perdue. Major accounts added during the year were Arm & Hammer detergent, Arm & Hammer washing soda, Dry & Clear lotion and the Reagan for President Campaign. The only major account resigned was Wizard deodorizer.

23

Compton □ During 1979, Compton added nearly $4 million to its broadcast billings. TV network spending for the year was particularly heavy with a $10 million increase over 1978's figures. Major accounts gained this year include: Viacom International (Showtime Entertainment), Charter Communications, Dunlop Tire & Rubber, First Federal Savings & Loan of Broward, Union Carbide (carbon products), Duffy-Mott (applesauce, juices), Allan beverages (Montclair sparkling mineral water), and Thompson Medical (Dexatrim). The latter three accounts were the strongest in radio/TV participation. Resigned last year were Davis & Geck and Norcliff-Thayer (Orafix).

42

Creamer □ Creamer broadcast billings in 1979 rose $1.8 million over the previous year to $36.8 million. Network TV grew substantially, from $10 million to $16.9 million. Spot radio also jumped, from $1.9 million to $5 million. Add to that network radio's gain from $100,000 to $300,000. Undercutting this, however, was a decline in TV spot, slipping from $23 million to $14.6 million. A major account no longer in Creamer's hands is *Omni's* spot campaign promoting the then-new magazine. Added were Alexander's department store and McDonald's restaurants. Other major accounts: Alcoa, Stouffer's, Speidel, Sheraton, San Giorgio and Equibank.

21

Cunningham & Walsh ☐ TV and radio billings increased substantially in the past year for Cunningham & Walsh, with an added $14 million in TV and $7 million in radio. The acquisition of Chicago-based Post-Keyes-Gardner at the start of the '79 fiscal year accounts for some of the extra spending. New accounts that helped to spur this growth in billings: The Bank of New York, Realty World, American Home Products (Chef-Boy-Ar-Dee), 21 Brands, No Nonsense Fashions, Northern California Toyota Dealers Advertising Association, Just Pants and Mitsubishi Motors. The agency reported three losses for the year: Liggett & Myers Tobacco, Jos. Schlitz Brewing and FTD Florists.

6

Dancer Fitzgerald Sample ☐ The agency swelled its billings by more than $44 million, virtually all in television, as radio rose by $700,000 over 1978. New accounts in the agency fold during the year were Nikon cameras, Ciba-Geigy Agricultural Division, Kix (General Mills), Popsicles, Jacqueline Cocharn's Cie fragrance, Procter & Gamble (Solo detergent), and Denver Toyota Dealers Advertising Group. Resigned were the New York area and San Francisco area Toyota Dealers Advertising Groups. Among the heavy network and TV spot clients were CPC International, Procter & Gamble, Toyota, General Mills, Life Savers, and L'eggs and Hanes. Radio support came from CPC, Life Savers, P&G and Toyota.

39

Daniel & Charles ☐ Estimated broadcast spending by Daniel & Charles increased by $1.5 million during the year. There was a slight increase in both television and radio from a sizable list of clients that include Bristol-Myers (Ban products), Drackett Co., Gorton's Food Division of General Mills, Kayser-Roth and Maidenform.

8

D'Arcy-MacManus & Masius ☐ D'Arcy added more than $73 million in broadcast billings, resulting from both an increase in the TV-radio share from 61% to 75.5% and a surge of new business. During 1979 the agency acquired FTD Florists, AT&T Phone Center, American Soybean Association, American Hoist & Derrick, Mitre, Komatsu Fork Lift, Lasonic Electronics and Ushio Inc. Accounts resigned include Scripto, Helene Curtis, ITT and Burgmaster. TV-radio investors at D'Arcy during the year were Anheuser-Busch, Cadillac, General Motors, General Tire, Ace Hardware, American Dairy Association, Saluto Foods, Heublein, Kal Kan Foods, Red Lobster Inns and 3M.

31

Della Femina Travisano & Partners ☐ Total broadcast spending for DFT decreased by $5 million in 1979. The broadcast portion of the agency's total domestic billings is 63%; that's an 8% drop from 1978's figures. Although total TV expenditures were up slightly by $1 million, combined radio billings were down about $6 million. Major accounts strong in broadcast participation were Emery, Dow, Schiefflin, Chemical Bank, Schlitz Light, Borden's and Beck's beer. An important new account for Della Femina was Lipton herbal teas. Lost accounts were Bigelow tea and Aviance perfume.

41

DKG ☐ This agency's TV-radio expenditures climbed by $3 million in 1979 as the agency acquired Simplicity Patterns, Thermos and Clairol (personal care products). During the year DKG resigned Church & Dwight and Ideal Toys. Network and/or spot TV advertisers at DKG are Aamco, Alitalia, Clairol, Corning Glass, Dollar Savings Bank, Remington (shavers) and Getty Oil. Radio investors are Aamco, Alitalia, Dollar Savings Bank and Remington.

34

W.B. Doner ☐ The $4 million rise in W.B. Doner's broadcast billings, to $48.5 million, represents 9% improvement over the year earlier. Television billings were up 8.2%, to $39.5 million, and radio was up 12.5% to $9 million. The agency lost the following accounts in 1979: American Beauty spaghetti, Cunningham drug stores and Venture stores. Accounts gained were: BASF audio and video tape, Dutchboy paints, Roy Rogers Restaurants, General Mills, Fundimentions (including Lionel Trains), Disston Tools, Scott paper, TV Time Popcorn, Foley's department stores, Washington-area Ford Dealers and Herman's Sporting Goods. Other major accounts are Pillsbury, Colt 45, Tuborg Gold, Lowes [cat litter], Hygrade Food Products, Vlassic Foods, Chiquita and Quality Inns.

10

Doyle Dane Bernbach ☐ DDB picked up more than $50 million in domestic billings in 1979, assisted by obtaining such new accounts as IBM (corporate), Foodways Inc., Weight Watchers International, Sherwin Williams Co. (Stores Division) and C&C Cola. No accounts were lost. The agency increased its broadcast investments by $33 million as TV rose by $35 million and radio dropped by $2 million. Doyle Dane's substantial spenders in TV and radio are Polaroid, Seagram (wines), American Airlines, Volkswagen, General Telephone & Electronics, Procter & Gamble and Clairol.

36

A. Eicoff & Co. ☐ A. Eicoff reported a 29.2% climb in broadcast billings last year, from $35.2 million to $45.5 million. Almost $2 million of that $10.3-million gain was in spot radio, which soared from the $.6 million reported in 1978 to $2.3-million in 1979, a 283.3% gain. While TV network billings were unchanged at $100,000, spot climbed 24.9% to $43.3 million. Accounts added by the agency in 1979 were *Newsweek*, Avon, Hearst Magazines, Polygram Direct Marketing, Animal Protection Institute and Sanford Corp.

47

Eisaman, Johns & Law ☐ Although Eisaman, Johns & Law gained in network TV (from

$4.9 million in 1978 to $7.4 million in 1979) and network radio ($1.7 million to $3 million), it suffered losses in spot television. Those billings fell dramatically from $19.3 million in 1978 to $13.1 million last year. Spot TV remained stable at $7.7 million. Added accounts were The Flecto Co. and Carta Blanca beer; dropped was Pacific Southwest Airlines. Other major accounts are Pennzoil motor oil, Alpha Beta supermarkets and Suzuki motorcycles. Broadcasting's share of the over-all billing dropped from 67% to 62%.

14

Wm. Esty ☐ Seven broadcast-oriented accounts were acquired during 1979 at Esty, accounting in part for the $17 million increase in TV-radio billings. New clients last year were Fab Liquid, Lestoil Rug Shampoo, Magnavox video disks, Schick Super II Ultrex, Dristan A-F tablets, Wheatsworth crackers and Genesee 12 Horse Ale. Resigned was Swift & Co. Television jumped by $15 million and radio edged up by $2 million. Investing in the broadcast media were such clients as American Can, Chesebrough-Pond's, Colgate-Palmolive, Interbank Card Association, Magnavox, Nabisco, Nissan Motor, Noxell, Seagram (wines), Swift & Co., Union Carbide, Warner Lambert and Whitehall Division of American Home Products.

11

Foote, Cone & Belding ☐ FC&B picked up $33.6 million in broadcast billings, as television grew by more than $33 million and radio by $500,000. New accounts at the agency during 1979 were Atlantic Richfield and Amana; leaving were Sherwin Williams, Armour (Dial soap) and Kal Kan. Network and spot TV clients at the agency include Amana, Armour, Hallmark, S. C. Johnson, Kraft, Sears, Roebuck, Pizza Hut, Sherwin Williams, Sunbeam, Zenith, Bristol Myers, Frito Lay, Albertson's, Arco, Mazda, Ramada Inns, Ore-Ida, Clorox, Pacific Telephone & Telegram and Levi Strauss.

22

Gardner ☐ Radio-TV billings for this St. Louis-based agency sky-rocketed to $120.8 million, an increase of nearly $33 million. Gardner showed a gain of about $31 million in total TV billings alone. Major accounts contributing to this huge increase in broadcast billings were Ralston Purina, Heath Candy, St. Louis Cardinals Baseball Club, Louis Rich, Cam 2 motor oil, Six Flags Over America, Lincoln National Life, Mercury Marine, Bill Dance Outdoors, and Blair Pro Radio Enterprises. New accounts for Gardner include Heath, Dazey Products, Dad's root beer and Bubble Up. No accounts were reported lost.

7

Grey Advertising ☐ During 1979 Grey obtained such new clients as Congoleum, Shearson Hayden Stone, E. R. Squibb (vitamins) and new assignments from Borden, Drackett, ABC and Heinz, while resigning Honda Motorcycles and Amana. The agency's TV-radio spending increased by $36.5 million, including a rise of $2.7 million) in radio. Clients active in network TV sponsorships were Procter & Gamble, Revlon, Canon, Timex, Kenner Products (toys and games) and Sentry Insurance. Other television spenders were General Foods, Block Drug, Revlon, Borden, Esmark, Warner Bros., B. F. Goodrich, Carter-Wallace, Kendall Oil, Heinz and ITT Continental. Represented in radio were General Foods, Block Drug, Revlon, Carter-Wallace, Fawcett Books and Totes.

45

Keller-Crescent ☐ An Evansville, Ind.-based agency, Keller-Crescent is new to this compilation with $33 million in broadcast billings. It wound up 1979 with a host of new accounts, including Koehering Co., Atomaster Division (air-forced heating), Ever-Fresh Doughnut Division of Tennessee Doughnut Corp., American-Standard, Indiana Department of Commerce, Holiday Rambler, and Yorktowne Cabinets Division of Wickes Corp. Resigned during the year were R.C. Allen and Ball Giftware. Keller-Crescent's accounts are heavily involved in spot broadcasting, having spent $20 million last year. Its list of TV-radio accounts includes Magic Chef, Kimball, Fruit of the Loom (hosiery), Van Raalte Hosiery, Murray Ohio, American-Standard and Champion Laboratories.

19

Kenyon & Eckhardt ☐ K&E enjoyed a healthy growth of more than $21 million in broadcast billings in the past year; particularly noteworthy is the $12 million increase in combined television billings. Major spenders in network and spot TV include Chrysler, Quaker State, Bristol-Myers, Colgate-Palmolive and Coca-Cola (wines). The former two accounts listed also participated in network sponsorships. Other active broadcast accounts for K&E were Wm. Underwood, Marshall Field and Savings Bank of New York State. 1979 additions to the agency's long list of accounts are Chrysler, Bristol-Myers (Exedrin), ABC Inc.'s Travel Rental Corp., Cinzano vermouth, Timex Clock, Prime Computer, New England Automated Clearing House and AM International (AM Intertext Division). Accounts resigned were Ford, Fedders and Pabst Light beer.

40

Lee King & Partners ☐ Billings in 1979 for Lee King & Partners broadcast clients rose $2.2 million to $38 million. The company reported no network radio billings last year, down from $2.1 million the year earlier, but spot radio nearly quadrupled, from $1.4 million to $4.8 million. The TV total of $33.2 million was divided between $12.6 million in network which was up 12.4%, and $20.5 million in spot, which was down 2.4%. Major accounts added during the year were Fredrick & Herrud, Isabel Wine, WLS Radio, and Lipton Noodles & Sauces. Accounts resigned were Dazey Products Co. and Mobil Plastic's Hefty. Current major accounts for Lee King are Alberto Culver, Thomas J. Lipton, Montgomery Ward, Standard Brands' Baby Ruth, Butterfinger and Reggie candy bars, RJR Foods, Kelvinator and the Illinois State Lottery.

28

KM&G International ☐ Billings in broadcasting were up $6.8 million last year for KM&G, a 12.5% rise to $59.5 million. On a percentage basis, radio and television grew by roughly equal amounts for the agency—13.6% and 12.3% respectively. However, the 2.5% growth in TV network billings were far surpassed by a 23.6% boost in spot. Major broadcast accounts for KM&G include Heinz, Gulf/National Geographic, Rubbermaid, Clorox, Gordon jewelry, Hunt-Wesson and Chesapeake and Potomac Telephone. Spot TV additions this year were Shasta Beverages, Pillsbury, Clorox Clear & Rich household soap and Randell's supermarkets (in spot radio); resigned were Kaufmann's and California Table Grape Commission. Spot radio additions were H.G. Parks, Pinsta Foods, and the Pennsylvania Bureau of Travel Department.

50

Manoff Geers Gross ☐ New to the top 50 listing this year, Manoff Geers Gross is a solid spot advertiser, having invested $12.2 million in television and $1.3 million in radio last year. Manoff's broadcast clients include Cargill Inc. (poultry products), Castle & Cooke (Bumble Bee seafoods), Fuji Photo Film, Kraft, Luden's Inc., National Car Rental Systems, SCM Corp. and Welch Foods.

24

Marschalk ☐ TV-radio expenditures rose by an estimated $10.9 million in 1979 as Marschalk's domestic billing rose by approximately 15%. New clients on Marschalk's roster were Upjohn, Glenbrook Laboratories and Richardson-Merrell (drugs and toiletries). Represented on its long roster of broadcast accounts are Bristol-Myers, Coca-Cola (Sprite), Gillette, W.R. Grace, Maybelline/Plough, Paine, Webber, Jackson & Curtis and Ohio Edison.

32

McCaffrey & McCall ☐ McCaffrey & McCall reported a $14.3-million decrease in combined broadcast billings with a total of $52 million for the year. A loss of more than $13 million occurred within the total TV expenditures, yielding $48.1 million. Radio billings decreased to $3.9 million from 1978's figure of $5.1 million. The broadcast percentage of the total domestic billings went down from 65% to 45%. Clients contributing to broadcast spending were: Del Taco, *National Enquirer*, North American Philips (Norelco razors, coffee maker, microwave ovens), Pfizer (Ben-Gay, Desitan, Paquin skin care products), Sarah Coventry and J. C. Penney.

9

McCann-Erickson ☐ The agency's broadcast billings rose by an estimated $30 million as McCann reported a 12% increase in domestic spending over 1979. McCann suffered a sharp setback when it lost the estimated $80-million Miller Brewing business but since the effective date was in November, the loss will be reflected largely in 1980. McCann, the largest of the Interpublic agencies, was reported to have added more than $75 million in domestic billing in 1980, including new accounts and assignments from American Express, Barclays American, various Coca-Cola bottlers, Heublein and Houwat [foods]. Among the long list of TV-radio spenders at McCann during 1979 were the Best Foods Division of CPC International, Coca-Cola, Exxon, Campbell Soup, Del Monte, Gillette, Kraft, Lufthansa Airlines, Miller Brewing, Laura Scudder Snack Foods and Sony consumer products.

37

A. Meyerhoff ☐ The agency's broadcast billings increased by $7.6 million in 1979, hitting $43 million. However, the gains were not shared by both radio and television: The agency's radio billings fell 41.2% to $3 million, while television was up almost $10 million, a 32% improvement. Almost all that gain was in network billing, which more than doubled to $18 million. Major accounts at Meyerhoff are Wrigley, the Boyle-Midway division of American Home Products, Brach Candy and the tannery and cleaning products of Missouri Hickory.

Biggest spenders

Total broadcast billings
Young & Rubicam $673.4 million
Total TV billings
Young & Rubicam $635.0 million
Network TV billings
Young & Rubicam $448.0 million
Spot TV billings
J. Walter Thompson $198.8 million
Total radio billings
J. Walter Thompson $45.1 million
Network radio billings
J. Walter Thompson $14.3 million
Spot radio billings
Young & Rubicam $31.8 million
Biggest broadcast gain
Young & Rubicam $148.4 million

44

John Murray ☐ Broadcast billings at John Murray, a house agency for American Home Products, rose by an estimated $1.1 million in 1979. Murray traditionally allots a huge proportion of its spending to television for its packaged goods from America Home. Products assigned to Murray include Easy-Off window cleaner and Aerowax from Boyle-Midway Division and Anacin and Preparation H from Whitehall Laboratories Division.

16

Needham, Harper & Steers ☐ NH&S bolstered its broadcast spending by $20 million in 1979 as the agency acquired Armour-Dial (Dial deodorant soap), Charles of the Ritz (cosmetics and fragrances), Drackett (Nutrament), United States Department of Agriculture and Gas Appliance Manufacturers Association. During the year it dropped Lancome Cosmaire (toiletries), VISA U.S.A., and Winston Tire. TV billings came from American Honda Motor, Amtrak, Anheuser-Busch, Atlantic Richfield, Campbell Soup, Frigidaire, General Mills, ITT, S.C. Johnson & Son, Kraft, McDonald's, State Farm Insurance, Xerox and Wrigley. Radio billings accrued from Wrigley, Xerox, Kraft, State Farm Insurance, American Honda, Amtrak, Anheuser-Busch, Campbell Soup and General Mills.

46

Norman, Craig & Kummel ☐ Broadcast billings reported by this agency were down 18.9% compared with the year earlier, a drop of $7.6 million. Television billings slid 15.3% to $31.1 million while radio was halved, down to $1.6 million from $3.6 million. Major accounts resigned were Saab Scania, Cie and Durnad. During 1979, the agency added New York Bank for Savings, Carter Wallace proprietary division, Spring Mills consumer products, several 21 Brands products, Revlon Classic Line and Touch & Glow liquid make-up, and Taylor Rental.

5

Ogilvy & Mather ☐ The agency reported a hefty $93.7-million increase in broadcast billings in 1979, abetted by the acquisition of the $35-million Trans World Airlines account, plus substantial expenditures from Pabst Brewing, Kimberly Clark (diapers) and Smith Barney, Harris Upham Co. Lost during the year were Trailways, Mercedes-Benz and MCA Universal. Television grew by more than $82 million and radio by a comfortable $10.9 million. O&M's growth was spurred also by increased spending from old-line clients, among which are American Express, General Foods, Avon, Campbell Soup, Chesebrough-Pond's, Hershey Foods, Menley & James, Lever Bros. and Sears, Roebuck.

solidated Foods, Chef Pierre frozen baked goods; Superior Tea & Coffee Co. new products; Citibank new ventures; Science Research Associates, Home Reading and Language Arts Program, ITT, Consumer Publishing division, Montgomery Ward Enterprises; Singer Direct Marketing Services. Existing clients that added new assignments during the year were Ralston Purina, R.J. Reynolds Tobacco and Libby, McNeill & Libby. Lost was the Coca-Cola Foods Division Coffee Brands account.

2

J. Walter Thompson ☐ JWT rounded out a banner year, accumulating an increase of $130 million in TV-radio billings, building its base to $625 million, second only to Young & Rubicam. The agency picked up a sizable number of small and medium-sized accounts, including Sun Banks of Florida, Outboard Marine International, Magnetic Video Corp. and various products from S. C. Johnson, while losing Congoleum and STP. Thompson swelled its television billings by more than $115 million and radio also benefitted, growing by almost $15 million. Represented in the large list of broadcast advertisers at Thompson are Burger King, Eastman Kodak, Lever Bros., Miles Laboratories, National Airlines (leaving this year), Pepsi-Cola, Scott Paper, Standard Brands, Warner-Lambert, Ford Motor, Kraft, Quaker Oats, Schlitz, Sears, Roebuck and Oscar Mayer.

30

Tracy-Locke ☐ Tracy-Locke's $53.8 million in broadcast billings were a 17.2% improvement over the year earlier. While TV spot dollars slid fractionally to $15.4 million, network billings were up $5 million to $32.1 million. Radio network, nonexistant the prior year, was a $1.4 million contribution in 1979, while spot radio advanced by roughly the same amount, to $4.9 million. Major accounts added by Tracy-Locke were Shasta new products, Multiple Allied Services, American Home Video, American Television Communications (a Time Inc. subsidiary) and an agency of record assignment from Frito Lay, as well as taking that company's Tostitos campaign nationwide. In the year, the agency lost the Borden Dairy Services Division account.

43

Warwick, Welsh & Miller ☐ This agency gained $1.8 million in total broadcast billings in 1979, with the strongest growth over the previous year in TV spot. The scattered TV buys rose from $9.6 million to $12.3 million. Radio spot also grew from $1.3 million to $1.6 million. Network declined, however, with TV dropping from $20.4 million to $20 million and radio from $3.5 million to $2.7 million. New accounts and/or products added in 1979 were Equity Americana, Parade Publications, King Kola World, Securities Group, Burlington Industries (Caress Sheets), CPC International (Presto Cake Mix) and Joseph E. Seagram & Sons (Boodles British Gin, Nikolai Vodka, Olmeco Tequila, Sabrs, Vandermint, Tuaca and Cheri-Swisse liqueurs). Dropped was Air Canada. Other major accounts are Red Rose tea, U.S. Tobacco, Benjamin Moore, Economics Laboratory, Lehn & Fink and Plough.

48

Erwin Wasey ☐ Broadcast expenditures rose by an estimated $4.1 million during 1979 as Wasey's over-all billings climbed 13%. An Interpublic agency, Erwin Wasey handles only a small number of accounts, but they all participate in broadcast. Its TV-radio billings accrued from Carnation, Gulf Oil, Pillsbury (frozen foods), California Avocado Advisory Board and Julius Wile Sons.

15

Wells, Rich, Greene ☐ In 1979, this agency continued its yearly upward trend in broadcast spending. With a total of $191.4 million for the year, Wells, Rich, Greene showed a solid increase of $36 million. Total TV billings were up about $42 million, although radio billings dropped from $20 million in 1978 to $14.5 million last year. Major accounts gained for the year were: Diners Club, Citizen Watch, Procter & Gamble (Prell Concentrate), Ralston-Purina (Butcher's Blend dog food), Ford, Century 21 real estate, and Braniff International. The last three accounts were heavily active in radio and TV spending. Accounts resigned in '79 were: TWA, Waring, *Us* Magazine and Ferrero International (Tic Tac mints).

1

Young & Rubicam ☐ Y&R, which moved into first place in the top 50 compilation for the first time last year, displacing J. Walter Thompson, bolstered its broadcast billings in 1978 by a huge $148.4 million. Counterbalancing its loss of Plymouth-Chrysler business was the assignment to Y&R of the Lincoln Mercury Division of Ford. It also picked up new products from Miller Brewing and accounts including Massey Ferguson, McGraw Edison (toasters), Jenn-Air (electric ranges), Curtis Mathes (TV sets), West Bend (appliances), Certs and the Armour Poultry Division. Other defections were Pabst Brewing, General Electric (major appliances), Arrow and Sperry Rand. Radio was down by almost $10 million, with television increasing by more than $158 million. Y&R's long list of broadcast accounts during the year included American Home Products, Gulf Oil, Johnson & Johnson, General Foods, General Electric, Frito-Lay, Dr. Pepper, Eastern Airlines, General Cigar, Procter & Gamble, Singer, Time Inc., Clorox and Gallo.

No.1 in INDIANAPOLIS

23
RATING

40
SHARE

103%
More homes
than year-ago
programming!

WISH-TV
7:30 PM

THE NUMBER ONE
ANSWER FOR ACCESS

GROUP W PRODUCTIONS
INC. WESTINGHOUSE BROADCASTING COMPANY
[illegible]

NATPE HILTON 4175

Summary of broadcasting

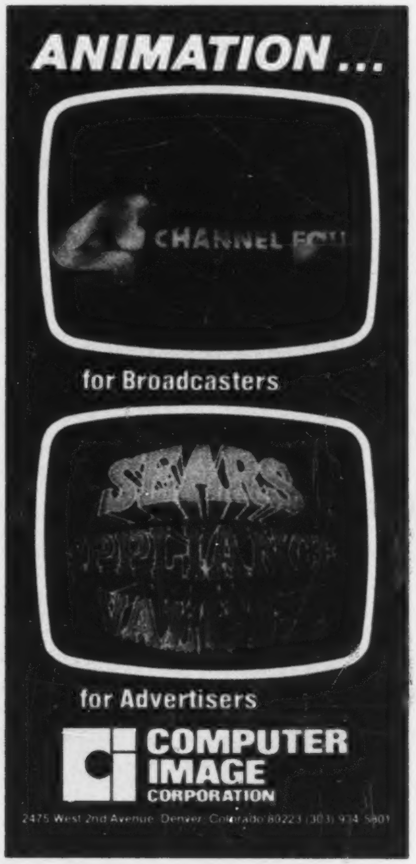
FCC tabulations as of Nov. 30, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4526	3	25	4554	93	4647
Commercial FM	3104	2	49	3155	167	3322
Educational FM	1012	0	27	1039	86	1125
Total Radio	8642	5	101	8748	346	9094
Commercial TV						
VHF	514	1	2	517	8	525
UHF	220	0	4	224	62	286
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	987	4	17	1008	79	1087
FM Translators	276	0	0	276	154	430
TV Translators						
UHF	1219	0	0	1219	381	1600
VHF	2461	0	0	2461	215	2676

*Special temporary authorization

**Includes off-air licenses

- Citizens Cable for Aboite and Wayne, both Indiana (IN0215,6) new system.
- Lykens TV Co. Inc. for Berrysburg, Mifflin and Rush, all Pennsylvania (PA1837,8,9) new system.
- Cablevision Systems Long Island Corp. for Island Park, N.Y. (NY0816) new system.
- Cablevision of Chicago et al for Hammond, Ind. (IN0218) new system.
- United Cable Television of Bossier Parrish for Bossier Parrish, La. (LA0173) new system.
- ASC Cable TV Inc. for Briarwood Village, Fla. (FL0479) new system.
- Bay Cable TV Associates et al for Mattapoisett, Marion and Wareham-Wareham Cent, all Massachusetts (MA0105,4,6) new system.
- Madison Cablevision Inc. for Marlboro, S.C. (SC0083) new system.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for Broadcasters
SEARS
for Advertisers
COMPUTER IMAGE CORPORATION
2475 West 2nd Avenue Denver Colorado 80223 (303) 934-5801

- Delta Cable TV for Delta, Colo. (CO0007) add signal.
- Rocky Mountain Cable for Avon, Colo. (CO0131) new system.
- Ultracom of Rockmart Inc. for Rockmart, Ga. (GA0087) add signal.
- Cross Country Cable III et al. for Old Bridge, N.J. (NJ0398) new system.
- Arkansas Cable TV Inc for Jacksonville, and Pulaski, both Arkansas (AR0063,114) add signal.
- Jackson Municipal TV Systems for Jackson, Minn. (MN0106) add signal.
- Skidaway Cablevision for Skidaway Island, Ga. (GA0254) new system.
- Continental Cablevision of Northeast Ohio Inc. for Eastlake, Ohio (OH0699) new system.
- Ultracom of Sweetwater Inc. for Madisonville, Tenn. (TN0166) new system.
- Valley Antenna Systems Inc. for St. Paris and Bradford, both Ohio (OH0700,697,8) new system.
- TM Cablevision of San Diego County Corp. for Whispering Palms, Calif. (CA0214) new system.
- Cordell TV Cable System for Cordell and Cherokee, both Oklahoma (OK0026,5) add signal.
- East Bernstadt TV Cable Co. for East Bernstadt and Pittsburg, both Kentucky (KY0407,8) new system.
- Clear Vision Cable Co. of McKenzie for Trezevant and Atwood, both Tennessee (TN0059,7) add signal.
- Clear Vision Cable Co. of Martin for Greenfield, Tenn. (TN0056) add signal.
- Clear Vision Cable Co. for Newton, Union both Mississippi (MS0094,93) add signal.
- American TV and Communications Corp for Chillicothe, Mo. (MO0003) add signal.
- Harron Cable-Pennsylvania for Penn, Youngwood, Manor, Irwin, North Huntingdon, Penn, North Irwin, Jeanette, Sewickly, Adamsburg, Unity, Greensburg, South Greensburg, Southwest Greensburg, Hempfield, New Stanton and Salem, all Pennsylvania (PA0642,0,3,5,4,1,7,37,50,38,48,9,39,00,822) add signal.
- Cablecom-General Inc. for Winslow, Holbrook and Cottonwood, all Arizona (AZ0009,43) add signal.
- Sjoberg's Inc. for Thief River Falls, Minn. (MN0039) add signal.
- Cablecom-General Inc. for Clifton, and Morenci, both Arizona (AZ0026,05) add signal.
- Everman Cable Communications for Everman, Tex. (TX0587) new system.
- Sansom Park Cable Communications for Sansom Park Village, Tex. (TX0588) new system.
- Monterey Cable Service for Monterey, Tenn. (TN0167) new system.
- Cable-Com of Fargo et al for Fargo, N.D. (ND0062) new system.
- Cablecom-General Inc for Show Low, Snowflake, Pine Top, Lakeside, Taylor Town, Safford, Thatcher, Pima and Graham, all Arizona (AZ0008, 24, 34, 3, 2, 07, 59, 62, 3) add signal.
- TV Cable of Waynesboro for Washington and Waynesboro, both Pennsylvania (PA0547,6) add signal.
- Sammons Communications Inc. for Elk City, Okla. (OK0051) add signal.
- Cable TV of Harlo for Harlowton, Mont. (MT0084,5) new system.
- American Video Corp. for Lazy Lake, Fla. (FL0478) new system.
- Mountain View Cable TV for Mountain View, Ark. (AR0139) add signal.
- Community TV Service Inc. for Frankfort, Ky. (KY0025) add signal.
- Video International Productions Inc. for Dallas, Tex. (TX0586) new system.
- Futurevision Cable Enterprises Inc. for East Windsor, N.J. (NJ0397) new system.

Call Letters

Applications

Call	Sought by
	New AM's
KROR	Reliable Oregon Radio, Myrtle Creek, Ore.
KKSN	FVBC Inc., Vancouver, Wash.
	New FM's
WNNS	Midwest Bdcg., Springfield, Ill.
WESI	Superior Bdcg. Co., Baldwin, Miss.
WBAZ	Peconic Bay Bdcg Corp., Southold, N.Y.
KNEY	Pierre Radio Inc., Pierre, S.D.
WCMZ	McClenahan Bdcg. Corp., Crozet, Va.
	Existing AM's
WADY	WGMA Hollywood, Fla.
WNIC	WWKR Dearborn, Mich.
WACM	WIBM Jackson, Mich.
WHJR	WJAR Providence, R.I.
	Existing FM's
WZKX	WROA-FM Gulfport, Miss.
WLZR	WLEC-FM Sandusky, Ohio
WDWQ	WQIZ-FM St. George, S.C.

Grants

Call	Assigned to
	New AM's
WJIK	Francon Inc., Camp Lejeune, N.C.
WDLV	107 Inc., Pinehurst, N.C.
WMSW	Aurora Bdcg. Corp., Hatillo, PR.
WIAJ	Childress of Va., Saltville, Va.
	New FM's
WGHR	Southern Technical Institute, Marietta, Ga.
*WWFM	Mercer County Comm. College, Trenton, N.J.
KYKN	Grants Broadcasting Co., Grants, N.M.
	New TV's
WWSG-TV	Radio Bdcg. Co., Philadelphia, Pa.
*WIIB	South Carolina Educational TV Commission, Conway, S.C.
	Existing AM's
KNTB	KLYD Bakersfield, Calif.
WXAM	WELK Charlottesville, Va.
	Existing FM's
KLYD	KLYD-FM Bakersfield, Calif.
WRKA	WNVU St. Mathews, Ky.
WDJQ	WFAH-FM Alliance, Ohio.
WXVL	WAEW-FM Crossville, Tenn.
KYKS	KLUF-FM Lufkin, Tex.
WXLK	WLRG Roanoke, Va.

Other

- Total of 2,819 complaints from public was received by FCC in Nov., a decrease of 348 from Oct. Other comments and inquiries for Nov. totaled 1,187, a decrease of 511 from Oct. FCC sent 876 letters in response to comments, inquiries and complaints.

C 1750-1

Rising curve of CBS-TV's fortunes passes low point of ABC-TV's year

Broadcasting Feb 4

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

Strip
"Family
Feud."

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ACQ EDITOR N/E
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WASHINGTON

NEWSPAPER

Broadcasting Feb 4

The Week in Brief

CBS-TV ON TOP ☐ The ratings win for the week ended Jan. 27 puts the network in first place for the season. **PAGE 35.** Daly is delighted, but is realistic about the strong cards the competitors still hold. **PAGE 36.**

PLUM FOR WARNER AMEX ☐ It gets the Pittsburgh city council's vote for a cable system that will mark an extension of Qube. **PAGE 37.**

PRIMING FOR PRIMARIES ☐ The number of presidential forums continues to increase. The League of Women Voters announces its plans. Reagan is first to accept South Carolina invitation. **PAGE 38.**

SHOTS FROM SHALES ☐ The *Washington Post* critic charges the TV networks with being unfair to Ted Kennedy. They reply that their coverage is unbiased. **PAGE 38.**

AFTER THE SHOCK ☐ There is outrage in the wake of the FCC's decision to strip RKO General of its stations, but there is no mass rush to defend the long-time licensee. Westinghouse fares much better and survives threat to renewal of its KPIX. **PAGE 40.**

GOP CRIMPS TV BULLETS ☐ Two party committees will spend $5 million for spots aimed primarily at 50 million young Americans going to the polls in the fall. **PAGE 42.**

OLYMPICS STANDBYS ☐ NBC says it has programing to fill the gap if the U.S. boycotts the Moscow games. Advertisers prepare alternate commercials. **PAGE 46.**

LLOYD'S UNPERTURBED ☐ The giant insurance clearinghouse hardly bats an eye about the Satcom loss and the possible collapse of the Moscow Olympics. **PAGE 55.**

TIGHTER PURSE STRINGS ☐ Carter's budget for fiscal 1981 would give the FCC $77.1 million, about $4 million more than was requested last year but less than $1 million more than is actually being spent in the current year. The FTC is treated more generously. **PAGE 67.**

RADIO DEREGULATION THOUGHTS ☐ The FCC is swamped with comments, though the filing deadline is still two months away. **PAGE 70.**

VAN DEERLIN'S LATEST ☐ The House Communications Subcommittee almost unanimously approves a revamp of the Communications Act that focuses on deregulation of common carriers and recasts AT&T's role. There are no broadcasting provisions. **PAGE 73.**

ANA PERSISTS ☐ It wants the Supreme Court to rule that the appeals court was wrong in letting the FTC chairman back into the children's advertising proceeding, even though Pertschuk eventually took himself out of the inquiry. **PAGE 74.**

COPYRIGHT CROSSFIRE ☐ The NTIA rebuts a congressional research group that contended the FCC doesn't have authority to implement the retransmission control proposal of the Geller agency. **PAGE 75.**

DEMAND EXCEEDS SUPPLY ☐ Western Union is able to accommodate nine of 19 companies that wanted full-time transponders on WU's three-satellite Westar system. It's part of WU's marketing strategy to serve noncable users. **PAGE 85.**

IN VIDEODISK DERBY ☐ Matsushita will market JVC's system, putting it in the battle with RCA and Philips for the consumer market. **PAGE 88.**

THE MALTZ MOMENTUM ☐ As a 14-year-old, Milton Maltz began in broadcasting during the golden days of Chicago radio. He's never gotten over that initial enthusiasm. It has provided him with the drive to better understand the business and the people in it, and to shape the growing fortunes of Malrite Broadcasting Co. **PAGE 113.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.[illegible]).

Index to advertisers ■ American Lutheran Church 4 ☐ Associated Press 16, 27-30 ☐ Blackburn 78 ☐ Bonneville International 33 ☐ Broadcast Personnel 107 ☐ Churchill Productions 88 ☐ Columbia School 109 ☐ Congressional Quarterly 10 ☐ Continental Electronics 91 ☐ Eastman Radio 41 ☐ Gold Key 51, 66 ☐ Group W Productions 68-69 ☐ Hamm Productions 73, 75, 77 ☐ Harris 47, Inside Back Cover ☐ Ted Hepburn 80 ☐ Rex Humbard 21 ☐ KOAT-TV 6 ☐ Marv Kempner 71 ☐ MCA-TV 8-9, 34, 44-45 ☐ MGM-TV 18-19, 43 ☐ McGlothin Consultants 87 ☐ National Telefilm Associates 64-65 ☐ Paramount 12-13, 24-25 ☐ Peters Productions 54 ☐ RCA 23 ☐ Cecil L. Richards 79 ☐ Storer Broadcasting 48-49 ☐ TVAC 89 ☐ TWA Cargo 81 ☐ William B. Tanner 14, 85 ☐ Time-Life TV Inside Front Cover/page 3 ☐ Edwin Tornberg 90 ☐ 20th Century-Fox 39 ☐ United States Chamber 72 ☐ Versatile Video 17 ☐ Viacom Front Cover, 11, 52-53 ☐ Victory TV 56-61 ☐ Video Products Association Inc. 76 ☐ WBT 15 ☐ WKZO 79 ☐ Ward Beck Back Cover ☐ Western TeleCommunications 63 ☐

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell	3 mo. 12/30/79	$7,968,000	+24.5	$529,000	+44.5	.29	$6,397,000	$366,000	.21
Chuck Barris [illegible]uctions	6 mo. 11/30/79	31,038,000	+44.3	5,967,000	+57.0	.95	21,513,000	3,800,000	.60
Cablecom-General	year 11/30/79	37,384,122	+11.1	4,971,271	+ 7.8	1.93	33,641,693	4,610,227	1.79
Chris-Craft Industries	3 mo. 11/30/79	28,884,000	+ 6.0	2,182,000	− 4.7	.67	27,229,000	2,228,000	.51
Farinon Corp.	9 mo. 12/31/79	76,990,000	+19.8	3,205,000	−13.2	.65	64,238,000	3,691,000	.77
Filmways	9 mo. 11/30/79	190,147,000	+64.3	7,168,000	+ 9.6	1.25	115,726,000	6,538,000	1.40
Harris Corp.	6 mo. 12/28/79	525,659,000	+14.6	33,287,000	+19.0	1.27	458,554,000	27,957,000	1.10
Marvin Josephson Associates	6 mo. 12/31/79	19,394,200	− 0.1	2,450,800	−25.1	.95	19,403,200	3,270,800	1.28
Kansas State Network	3 mo. 11/30/79	5,841,000	+13.7	633,000	+ 2.5	.34	5,137,000	617,000	.33
Meredith Corp.	6 mo. 12/31/79	170,780,000	+ 8.5	10,983,000	+44.9	3.53	157,371,000	7,577,000	2.45
A. C. Nielsen Co.	3 mo. 11/30/79	113,127,000	+24.6	7,538,000	+46.6	.69	90,770,000	5,142,000	.47
Rollins Inc.	6 mo. 12/31/79	187,063,576	+14.2	14,010,357	+19.6	1.04	163,732,119	11,707,069	.87
Scientific-Atlanta	6 mo. 12/31/79	85,972,000	+50.2	5,199,000	+51.5	1.12	57,231,000	3,431,000	.83
Scripps-Howard Broadcasting	year 12/31/79	69,958,353	+ 7.0	15,970,073	+10.3	6.19	65,342,624	14,470,780	5.60
Transamerica	year 12/31/79	4,038,628,000	+14.5	240,202,000	+14.5	3.66	3,526,529,000	209,705,000	3.17
Walt Disney Productions	3 mo. 12/31/79	185,483,000	+19.9	25,853,000	+42.4	.79	154,672,000	18,007,000	.56

Very good year

TVB tally for 1979 shows TV viewing up every month over year-earlier statistics

December made it official, rounding out—for the first time since record-keeping started—a year in which home television viewing levels each month exceeded all previous figures for that month.

The Television Bureau of Advertising, which keeps track using A. C. Nielsen Co. data, had anticipated in mid-December, when it was clear that the first 11 months had all set records, that December might make it a full sweep (BROADCASTING, Dec. 17, 1979). When the December count came in, it showed a one-minute lead over the previous December record of six hours 52 minutes of viewing per TV home per day, set in 1976.

For the year, average daily viewing was six hours 28 minutes per home, 10 minutes more than the previous record, also set in 1976 (and 11 minutes more than the 1978 average). This, TVB President Roger D. Rice said in releasing the figures, is "a clear indication of the American public's great confidence in television. The increased viewership serves as an endorsement of the television industry's ability to provide the entertainment and information, stimulation and satisfaction viewers demand from the television medium."

Hours of TV usage per TV home per day

	1972	1973	1974	1975	1976	1977	1978	1979
Jan.	7:01	6:58	6:56	7:04	6:59	7:16	7:08	**7:20**
Feb.	6:52	6:52	6:49	6:55	6:49	6:55	7:00	**7:11**
March	6:31	6:30	6:37	6:31	6:35	6:32	6:36	**6:41**
April	6:12	6:13	6:16	6:20	6:11	6:05	6:05	**6:26**
May	5:35	5:50	5:49	5:39	5:52	5:32	5:46	**5:53**
Jun.	5:28	5:29	5:32	5:31	5:36	5:24	5:28	**5:50**
July	5:14	5:29	5:19	5:12	5:33	5:13	5:32	**5:46**
Aug.	5:26	5:35	5:31	5:16	5:44	5:35	5:42	**5:55**
Sept.	6:02	6:08	6:08	5:55	6:03	5:55	6:09	**6:16**
Oct.	6:28	6:31	6:24	6:04	6:28	6:12	6:25	**6:32**
Nov.	6:50	6:46	6:39	6:26	6:49	6:30	6:44	**6:56**
Dec.	6:48	6:38	6:46	6:36	6:52	6:46	6:51	**6:53**
Yearly average	6:12	6:15	6:14	6:07	6:18	6:10	6:17	**6:28**

Boldface indicates all time high.

Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,106	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	8	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

Special temporary authorization

***Includes off-air licenses*

C 1750 - 1

The production bite on the networks
NATPE's programing bazaar by the bay

Broadcasting Feb 11

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

STEP INTO THE 80's WITH

A new, daily 60 or 90-minute program
of lively conversation, comedy and music!

Beginning Fall 1980 on all NBC O&O's, all McGraw-Hill stations
and in many other markets across the country.

MEET TONI IN PERSON AT NATPE...MCA TV HOSPITALITY SUITE 1136.

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ACQ EDITOR N/F
CIS
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WASHINGTON DC 20014

NEWSPAPER

Broadcasting Feb 11

The Week in Brief

TOP OF THE WEEK

PRIME TIME, PRIME PRICES ☐ The three commercial TV networks will spend about $39.3 million for a single week of prime-time programing next spring. Here'a a rundown of the programs, producers and costs. **PAGE 31.**

NEWS IN THE NEWS ☐ CBS-TV's premier newsman wants to continue without facing the daily deadline grind of the *Evening News*. That restirs the rumor pot about Rather, Mudd and bidding from other networks. Meanwhile, another question mark: Will 11:30 news become a network-affiliate battleground? **PAGE 32.**

GROUNDED ☐ Despite the threat of a Carter veto, the Senate overwhelmingly votes restrictions on the FTC, including a stop to the children's advertising proceeding. **PAGE 35.**

HOPE ON EQUAL TIME ☐ Substantial support is voiced for a bill that would exempt presidential and vice presidential candidates from Section 315 requirements for paid time. **PAGE 37.**

SPECIAL REPORT

NATPE IN SAN FRANCISCO ☐ More than 3,700 are heading there for the TV conference that begins later this week. The over-all theme will be "Programing in the 80's," but many workshops and meetings will also be devoted to issues that have already confronted broadcasters and programers. **PAGE 39.** A list of the companies that will exhibit, what they offer and who will represent them. **PAGE 46.** The complete agenda for those eight days in San Francisco. **PAGE 70.**

JOURNALISM

MAKING '60 MINUTES' TICK ☐ Don Hewitt, the CBS behind-the-scenes executive producer, discusses the newsmagazine that is on top of TV's prime-time ratings. **PAGE 76.**

COVERING THE STING ☐ For weeks, NBC's investigative team had been on the story of the FBI operation that involved congressmen and "bribe offers." But it was hard-presssed to beat the competition when the story broke Feb. 2. **PAGE 88.**

PROGRAMING

DEADLOCKED ☐ ABC-TV captures prime-time ratings honors for the week ended Feb. 3. That puts it in a tie with CBS-TV for the season-to-date. **PAGE 92.**

LAW & REGULATION

DOOR CLOSED ☐ The FCC's refusal to reconsider its basic spectrum allocations and policies inhibits the growth of more TV networks. That's the conclusion of a consultant on the commission's network inquiry special staff. **PAGE 100.**

HANDS OFF ☐ Metromedia asks the FCC to exempt from common-carrier status those companies that offer superstation programing. It also points out such programs would be subject to copyright payment. **PAGE 106.**

BACK TO FCC ☐ An appeals court rejects a request of Hollywood producers, actors and writers who opposed the remand of the family-viewing case to the commission. **PAGE 108.**

TECHNOLOGY

TORONTO REPORT ☐ The SMPTE sets up a working group to speed up development of standards for digital television. **PAGE 108.** And one of its applications, teletext, was a hot topic during the two-day meeting. **PAGE 110.**

PROFILE

RAMROD FOR RKO ☐ Launched just last fall, the adult-oriented RKO Radio Network already has 85 affiliates and intends to have 250 by the end of next year. Credit for much of that fast start goes to Tom Burchill, its vice president and general manager, who vows that his future performance will match his past success. **PAGE 153.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Monday Memo®

A broadcast advertising commentary from Durelle Durham, president, Durham Associates, Memphis

Thirty minutes of sell that was so soft it passed muster at NAB

If I were to choose the single most important element in successful marketing, I would say it would be information. I am a great believer in education in advertising, particularly with do-it-yourself products.

Without question, education was the secret of what has come to be known as the Formby phenomenon. Curiously, part of our secret at Durham & Associates consisted of advising the client to dispense with TV commercials—but not with television.

Formby, a quality line of furniture refinishing products, was virtually unknown when Durham took over the account several years ago. At the time, Formby had a meager total of 87 dealers in department and hardware stores and home centers scattered mainly throughout the Southeastern section of the nation. The products sold well wherever they were offered in conjunction with actual demonstrations, but with only 87 dealers, total sales were predictably small.

Durham's use of television revolutionized the company's sales pattern. The emphasis, as I have said, was on education. It's the secret of selling, especially with do-it-yourself products. We knew that people were buying Formby products after they saw them used in demonstrations—but you can reach just so many customers in department stores and home centers. Television enabled us to multiply that effect of selling by demonstration many times over.

And multiply it did. After six years of Durham's educational marketing techniques, Formby had 36,000 dealers on its roster. The Formby products had nationwide distribution, recognition and, most significant, sales increases.

How did Formby do it? Without television, the extraordinary achievement wouldn't have been possible.

Prior to coming to Durham, Formby had enjoyed some small success with a 30-minute television show that demonstrated many of the easy ways to restore antiques and abused furniture to original beauty with Formby products. The commercials told viewers exactly where they could purchase the products.

The problem was that although the show was highly educational, it was almost impossible to convince television stations to air the series. Wary of any threat to their licenses, the managements of the stations said that they considered the shows to be 30-minute commercials. That, as everyone knows, is strictly against government guidelines.

Durelle Durham, president of Durham & Associates, Memphis, formed his agency in 1968. Before that Durham worked extensively in broadcasting for more than 15 years, most recently as director of creative services for WHBQ-TV Memphis.

When Durham & Associates took on the account, the agency recommendations were simple. Do more shows, remove all product commercials and simply offer a free Formby Tip Booklet in the commercial breaks.

Durham launched the campaign with a series of 30-minute shows which included easy-to-follow demonstrations of refinishing furniture plus helpful hints and information on household cleaning and maintenance and crafts. There were no commercials. The sell was so soft, in fact, that even the brand names were intentionally blocked out. The purpose clearly was purely educational.

Despite Durham's caution, television stations continued to be reluctant to air the shows. They still saw it as a 30-minute commercial. We solved that problem by taking the show to the National Association of Broadcasters. After we got unqualified NAB approval, the stations were happy to let us buy the time.

Under Durham's direction, the series was designed to have a push-pull effect. Although there were no commercials, participating dealers were mentioned on the air and viewers were invited to stop in to pick up a tip booklet. Dealers liked the idea of free mentions on television so they were happy to cooperate by having Formby products plus supportive point-of-sale materials in their stores.

Initially the series was started in a small market. The results were so spectacular, the next step was to enlarge the exposure to seven cities. From there it went to 21 cities and eventually nationwide.

Film demonstrations figured prominently in the next major project for Formby. After a couple of years in television Durham enlarged the program to include use of on-the-spot, in-store demonstrations with Formby films. A Fairchild film cassette unit was built into a display of Formby products.

Again, the sell was soft and low-key, with demonstrations of the hows and the whys of do-it-yourself techniques. There was, however, a clear commercial message.

Because these demonstrations were in-store rather than on television, the Formby products were used on camera with great effect. The units, called the Formby Furniture Care Centers, did more wonders for sales. In combination with the television series, they helped give Formby products an 82% share of the entire refinishing products market—four times as much as all competitors combined.

Still another form of public service reinforced the now flourishing company's spectacular growth. In addition to showing television audiences "how-to" techniques, viewers were invited to write in to their stations if they had problems which were not covered in the show. They then received solutions to their specific questions. During one year, more than half a million pieces of mail containing problem queries were answered.

Many of the questions followed a similar pattern and could thus be answered by programed typewriters. Others, however, required individualized responses.

The Formby phenomenon may have surprised some but not our agency. It's just one example of what television can do with do-it-yourself advertising.

During the years that the Formby series was aired, it never achieved high ratings or anything but a very narrow section of the viewing audience. While such a showing might be negative for some products, in this case the figures were more than offset by the growth in sales.

Educating consumers about a product is essential and television is a great way to do it. If you have two similar products side by side on the shelf in the store, consumers will buy the brand that they have seen promoted through proper education. We show the process of how a product is used and the results you can get with that product.

We do it with before-and-after pictures, point-of-purchase materials, demonstrations, film cassettes and, of course, with television.

Summary of broadcasting

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TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

**Special temporary authorization*

***Includes off-air licenses*

C 1750-1

FCC tightens the screws on EEO

NATPE!

Rather gets the nod at CBS

Broadcasting Feb 18

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

RECEIVED
FEB 19 1980

38 great motion pictures

Warner Bros. Television Distribution A Warner Communications Company

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ACQ EDITOR N/F
CIS
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WASHINGTON DC 20014
NEWSPAPER

Broadcasting Feb 18

The Week in Brief

TOP OF THE WEEK

EEO TIGHTENING ☐ The FCC will study current network practices in employing women and minorities in the program area, and it imposes higher percentage requirements for stations. **PAGE 43.**

RATHER'S THE ONE ☐ The veteran CBS newsman is picked to succeed Cronkite starting sometime early next year. What Roger Mudd will do remains a question. **PAGE 44.**

PLACID BEFORE THE STORM ☐ The winter Olympics are off to a smooth start for ABC-TV. But NBC-TV's plans for the summer games encounter more rough weather. **PAGE 45.**

ANOTHER NEW SEASON ☐ ABC-TV and NBC-TV announce major changes in their prime-time line-ups for next month, and CBS maps countermoves. It adds up to the creation of still another new prime-time season. **PAGE 46.**

POLITICAL PEEVES ☐ Kennedy, upset about Carter's broadcast news conference last week, demands equal time. The contender also is vexed that WCVB-TV Boston will not sell him time. And both the Carter and Kennedy camps are irked by CBS's early call of a winner in the Maine caucuses. **PAGE 48.**

SPECIAL REPORT

SHOW AND SELL ☐ That's name of the lively game in San Francisco where NATPE started its annual conference last Saturday. Here's a reprise of the agenda plus an update on the exhibitors. **PAGE 54.** NATPE mirrors a trend among local station buyers who want programing more attuned to community and local interests. **PAGE 68.**

AT LARGE

SOUNDING OFF ☐ Some of the biggest names in TV production give vent to their feelings about the condition of television programing today. In this "At Large" report they express particular dissatisfaction with the networks and confess some confusion about what the future holds for them. They are heartened by the promises of the new video technologies and the prospect of more buyers for their products. **PAGE 72.**

MEDIA

UPBEAT OUTLOOK ☐ A Petry-sponsored study peeks ahead five years and sees short-term outlook good for TV, and even better for cable and other new media. **PAGE 98.**

PROGRAMING

ELECTRONIC CHURCH DEFENDED ☐ Participants at a New York seminar say that radio-TV religious groups are drawing a billion dollars a year from audiences, but not necessarily from members of traditional churches. They also cite positive influences of religious broadcasters. **PAGE 118.**

JOURNALISM

NEWS HONORS ☐ CBS takes the lion's share of Emmy awards for news and documentary programing. **PAGE 132.**

TECHNOLOGY

SATELLINK OF AMERICA ☐ That's the name of the new Wold subsidiary that will provide portable and fixed stations to enable broadcasters to make broad use of satellite potential. **PAGE 138.**

LAW & REGULATION

WRAPPING UP KRLA ☐ Pointing out that the new operator of the Pasadena station has been in charge since November, the FCC tosses out the authorization-revocation proceeding against the former and interim operator. **PAGE 147.**

BUSINESS

BRANCHING OUT ☐ All three commercial TV networks have started to put eggs in the home-video basket. Their approaches for a share of the market are different, but all see themselves operating from an ideal base. **PAGE 154.**

PROFILE

FUNDAMENTALS AND FLAIR ☐ Chuck Gingold advises beginners to learn all the ropes at a small station. He did that and added to the show business savvy he already possessed. The dual payoff came last year when he became programing director of WABC-TV New York and ascended to the presidency of NATPE. **PAGE 209.**

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Arbitron tracks rising penetration of cable TV

Fourteen U.S. markets have cable television penetration rates of 60% or more, and 20 others are also above the 50% mark, according to the newly published "Arbitron Television Census," based on measurements in November 1979.

The highest penetration level is in Palm Springs, Calif., where 99% of the TV homes have cable. But the 10 markets with the most cable households are New York, Los Angeles, San Francisco, Philadelphia, Pittsburgh, San Diego, Wilkes Barre-Scranton, Pa., Seattle, Cleveland and Boston. Of these, Wilkes Barre-Scranton is at the 54% penetration level, San Diego is at 38%, Pittsburgh 35%, San Francisco 30%, Seattle 25% and the rest at 20% or less.

In all, Arbitron put cable TV households at 14,261,200 as of last November, with total TV households at 75,793,500, for a cable penetration rate of almost 19%, a gain of almost two percentage points in a year, (BROADCASTING, Feb. 11).

The following market estimates are from the "Arbitron Television Census." Copies are available from Arbitron.

		CATV	
	TV HH	HH	PCT
Abilene-Sweetwater, Tex.	103,700	54,000	52
Albany, Ga.	110,500	37,000	33
Albany-Schenectady-Troy, N.Y.	440,500	155,100	35
Albuquerque, N.M	284,800	47,900	17
Alexandria, La.	66,000	25,100	38
Alexandria, Minn.	82,700	22,200	27
Alpena, Mich.	10,900	6,800	62
Amarillo, Tex.	162,700	70,500	43
Anchorage	67,100	—	—
Anniston, Ala.	37,900	21,400	56
Ardmore-Ada, Okla.	64,200	20,600	32
Atlanta	936,100	101,500	11
Augusta, Ga.	160,600	35,600	22
Austin, Tex.	194,200	75,600	39
Bakersfield, Calif.	101,400	61,400	61
Baltimore	806,500	19,900	2
Bangor, Me.	114,600	18,400	16
Baton Rouge	201,500	47,900	24
Beaumont-Port Arthur, Tex.	153,000	28,900	19
Billings, Mont.	61,600	19,000	31
Biloxi-Gulfport-Pascagoula, Miss.	50,300	32,300	64
Binghamton, N.Y.	147,700	72,400	49
Birmingham, Ala.	436,200	65,900	15
Bluefield-Beckley-Oak Hill, W. Va.	128,800	67,600	52
Boise, Idaho	128,100	8,200	6
Boston	1,807,200	208,200	12
Bowling Green, Ky.	33,200	1,600	5
Bristol-Kingsport-Johnson City, Tenn.-Va.	248,600	68,100	27

Continues on page 103.

		CATV	
	TV HH	HH	PCT
Buffalo, N.Y.	628,600	160,100	25
Burlington, Vt.-Plattsburgh, N.Y.	194,900	66,900	34
Casper-Riverton, Wyo.	52,700	29,600	56
Cedar Rapids-Waterloo, Iowa	256,800	9,800	4
Charleston, S.C.	154,800	20,500	13
Charleston-Huntington, W.Va.	480,500	190,000	40
Charlotte, N.C.	549,700	48,800	9
Charlottesville-Harrisonburg, Va.	95,700	41,400	43
Chattanooga	297,000	45,200	15
Cheyenne, Wyo.	48,400	24,700	51
Chicago	2,849,700	87,800	3
Chico-Redding, Calif.	116,200	49,600	43
Cincinnati	647,200	36,400	6
Clarksburg-Weston, W. Va.	83,000	40,100	48
Cleveland	1,348,900	210,600	16
Colorado Springs-Pueblo, Colo.	182,400	33,200	18
Columbia, S.C.	195,500	24,100	12
Columbus, Ohio	528,100	133,800	25
Columbus-Tupelo, Miss.	134,900	40,400	30
Corpus Christi, Tex.	136,400	21,300	16
Dallas-Ft. Worth	1,175,100	82,200	7
Davenport-Rock Is.-Moline, Ill.	301,700	73,700	24
Dayton, Ohio	454,400	92,500	20
Denver	755,600	55,200	7
Des Moines, Iowa	342,800	48,800	14

		CATV	
	TV HH	HH	PCT
Detroit	1,600,100	25,200	2
Dothan, Ala.	92,800	20,400	22
Dubuque, Iowa	28,600	17,100	60
Duluth, Minn.-Superior, Wis.	168,700	35,900	21
El Centro, Calif.-Yuma, Ariz.	51,300	32,400	63
El Paso	176,700	58,000	33
Elmira, N.Y.	81,900	52,600	64
Erie, Pa.	131,100	38,000	29
Eugene, Ore.	140,000	69,500	50
Eureka, Calif.	50,100	19,800	40
Evansville, Ind.	218,100	38,300	18
Fargo, N.D.	200,500	44,300	22
Farmington, N.M.	22,900	10,500	46
Flagstaff, Ariz.	19,700	10,900	55
Flint-Saginaw-Bay City, Mich.	408,100	79,800	20
Florence, S.C.	85,300	32,600	38
Ft. Myers-Naples, Fla.	137,600	71,200	52
Ft. Smith, Ark.	109,300	49,600	45
Ft. Wayne, Ind.	199,700	25,700	13
Fresno, Calif.	321,100	31,200	10
Gainesville, Fla.	54,600	31,300	57
Grand Junction, Colo.	44,100	17,800	40
Grand Rapids-Kalamzo-Batl. Creek, Mich.	518,100	131,700	25
Great Falls, Mont.	63,900	23,600	37

Continues on page 110.

		CATV	
	TV HH	HH	PCT
Green Bay, Wis.	329,800	36,900	11
Grnsboro-Winston Salem-High Pnt., N.C.	402,400	66,200	16
Greenville-New Bern-Washington, N.C.	171,900	14,300	8
Grnvl-Sptnbrg, S.C.-Ashvle, N.C.	523,900	67,900	13
Greenwood-Greenville, Miss.	41,600	15,700	38
Harrisbrg-York-Lancster-Lebnon, Pa.	453,500	185,600	41
Hartford-New Haven, Conn.	758,600	207,200	27
Helena, Mont.	14,400	6,900	48
Houston	1,104,300	71,100	6
Huntsville-Decatur-Florence, Ala.	197,700	70,500	36
Idaho Falls-Pocatello, Idaho	90,100	27,800	31
Indianapolis	744,600	126,000	17
Jackson, Miss.	256,100	53,500	21
Jackson, Tenn.	51,000	17,700	35
Jacksonville, Fla.	330,800	36,200	11
Johnstown-Altoona, Pa.	259,400	149,600	58
Jonesboro, Ark.	64,500	20,000	31
Joplin-Pittsburg, Kan.	159,300	41,700	26
Kansas City	652,800	99,500	15
Knoxville, Tenn.	367,900	71,900	20
La Crosse-Eau Claire, Wis.	149,000	55,000	37
Lafayette, Ind.	39,700	20,600	52
Lafayette, La.	156,000	31,900	20
Lake Charles, La.	64,700	22,700	35
Lansing, Mich.	205,300	55,000	27
Laredo, Tex.	26,600	15,200	57
Las Vegas	141,100	500	—
Laurel-Hattiesburg, Miss.	75,400	18,200	24
Lexington, Ky.	216,400	46,200	21
Lima, Ohio	35,200	23,400	66

		CATV	
	TV HH	HH	PCT
Lincoln-Hastings-Kearney, Neb.	229,200	59,500	26
Little Rock, Ark.	388,700	54,500	14
Los Angeles	4,050,700	617,500	15
Louisville, Ky.	473,400	41,200	9
Lubbock, Tex.	144,700	41,000	28
Macon, Ga.	122,000	47,900	39
Madison, Wis.	176,200	31,600	18
Mankato, Minn.	36,200	15,400	43
Marquette, Mich.	52,800	28,800	55
McAllen-Brownsville, Tex.	128,200	34,000	27
Medford, Ore.	102,400	41,900	41
Memphis	537,200	55,000	10
Meridian, Miss.	66,600	17,300	26
Miami	943,500	60,500	6
Miles City-Glendive, Mont.	9,700	6,100	63
Milwaukee	655,600	21,800	3
Minneapolis-St. Paul	994,300	51,200	5
Minot-Bismarck-Dickinson, N.D.	123,000	33,900	28
Missoula-Butte, Mont.	99,500	39,300	39
Mobile, Ala.-Pensacola, Fla.	350,300	74,700	21
Monroe, La.-El Dorado, Ark.	159,900	32,800	21
Montgomery, Ala.	149,500	43,700	29
Nashville	579,100	53,600	9
New Orleans	529,600	39,400	7
New York	6,398,000	930,800	15
Norflk-Porstmth,Nprt News-Hamp., Va.	447,100	45,000	10
North Platte, Neb.	16,200	4,100	25
Odessa-Midland, Tex.	112,300	59,400	53

Continues on page 114.

		CATV	
	TV HH	HH	PCT
Oklahoma City	495,100	81,200	16
Omaha	330,900	18,800	6
Orlando-Daytona Beach, Fla.	482,300	138,200	29
Ottumwa, Iowa- Kirksville, Mo.	28,100	9,900	35
Paducah, Ky.-Cape Girardeau, Mo-Harrisbrg, Ill.	283,900	69,600	25
Palm Springs, Calif.	49,000	49,000	99
Panama City, Fla.	55,800	13,800	25
Parkersburg, W. Va.	31,800	22,600	71
Peoria, Ill.	221,100	63,200	29
Philadelphia	2,399,300	480,700	20
Phoenix	575,200	31,200	5
Pittsburgh	1,137,100	400,200	35
Portland, Ore.	682,900	113,000	17
Portland-Poland Spring, Me.	285,800	93,200	33
Presque Isle, Me.	29,000	11,900	41
Providence, R.I.	512,700	17,600	3
Quincy, Ill.-Hannibal, Mo.	114,300	28,800	25
Raleigh-Durham, N.C.	480,500	95,400	20
Rapid City, S.D.	82,100	28,300	34
Reno	122,200	53,500	44
Richmond, Va.	333,300	11,800	4
Roanoke-Lynchburg, Va.	343,400	82,900	24
Rochester, N.Y.	328,800	41,300	13
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	132,200	30,600	23
Rockford, Ill.	172,500	66,300	38
Roswell, N.M.	50,100	28,500	57
Sacramento-Stockton, Calif.	701,400	130,900	19
St. Joseph, Mo.	48,200	23,100	48
St. Louis	980,200	30,300	3
Salinas-Monterey, Calif.	157,000	87,300	56
Salisbury, Md.	83,900	46,600	56
Salt Lake City	443,200	46,500	10
San Angelo, Tex.	30,500	17,100	56
San Antonio, Tex.	419,300	40,500	10
San Diego	675,100	255,500	38
San Francisco	1,883,600	559,500	30
Snta Brbra-Snta Mria-Sn Lus Obs., Calif.	155,400	101,500	65
Savannah, Ga.	150,500	38,100	25
Seattle-Tacoma, Wash.	914,800	230,800	25
Selma, Ala.	17,700	6,200	35
Shreveport, La.-Texarkana, Tex.	378,000	97,300	26
Sioux City, Iowa	149,600	12,300	8
Sioux Falls-Mitchell, S.D.	199,400	40,400	20
South Bend-Elkhart, Ind.	253,500	41,600	16
Spokane, Wash.	292,400	72,500	25
Springfield, Mass.	221,300	52,300	24
Springfield, Mo.	248,700	27,200	11
Springfield-Decatur-Champaign, Ill.	294,000	96,300	33
Syracuse, N.Y.	340,100	98,000	29
Tallahassee, Fla.	128,700	42,500	33
Tampa-St. Petersburg, Fla.	899,000	147,500	16
Terre Haute, Ind.	162,200	42,400	26
Toledo, Ohio	387,200	97,700	25
Topeka, Kan.	135,500	42,100	31
Traverse City-Cadillac, Mich.	133,800	34,600	26
Tucson, Ariz.	208,600	28,600	14
Tulsa, Okla.	382,800	71,100	19
Tuscaloosa, Ala.	39,100	15,800	40
Twin Falls, Idaho	29,800	11,900	40
Tyler, Tex.	77,800	38,300	49
Utica, N.Y.	101,600	53,400	53
Victoria, Tex.	19,600	15,000	77
Waco-Temple, Tex.	184,800	113,600	61
Washington	1,397,600	120,100	9
Watertown-Carthage, N.Y.	77,000	32,300	42
Wausau-Rhinelander, Wis.	138,700	24,300	18
West Palm Beach, Fla.	266,300	110,400	41
Wheeling, W. Va.-Steubenville, Ohio	136,900	74,100	54
Wichita-Hutchinson, Kan.	392,700	94,700	24
Wichita Falls, Tex.-Lawton, Okla.	160,000	56,200	35
Wilkes Barre-Scranton, Pa.	435,300	234,700	54
Wilmington, N.C.	153,100	42,700	28
Yakima, Wash.	135,800	50,400	37
Youngstown, Ohio	255,300	46,700	18
Zanesville, Ohio	28,300	17,400	61
U.S. Totals	75,793,500	14,261,200	19

Tracking C-P-M's and U.S. inflation

Bates analysis of past decade finds most media costs rising with consumer prices, but TV and newspapers rise more

Across the decade of the 1970's, costs-per-thousand for daytime and evening network television and for newspapers rose more than the Consumer Price Index did, while those of most other media failed to keep up with the CPI inflation rate. For 1980, the outlook is for most C-P-M increases to parallel an expected 11% rise in CPI, with network TV exceeding it by a percentage point but with spot and network radio well below it.

These findings and conclusions are drawn from Ted Bates & Co.'s annual analysis of media trends, which encompasses trends in unit costs, audience levels and national expenditures as well as in media efficiency (C-P-M). The analysis was prepared by the media information and analysis division of Bates's media-program department.

The study focuses primarily on "The inflatable '70's," which it calls "The decade where inflation was no longer looked upon as a temporary condition but became part and parcel of the 'American Way of Life.' "

During the decade, the report notes, "the CPI, a universally accepted standard used to describe the rate of inflation, grew at the astounding rate of 87%, the largest increase for any decade this century." Even so, "only three of the nine reported media elements had [C-P-M] increases which significantly exceeded the inflation rate."

These were daytime and evening network TV, shown as having risen 100% and 105%, respectively, and newspapers, up 107%. Outdoor's C-P-M climbed a percentage point more than inflation, but C-P-M's of the others were considerably below: Spot TV's rose 33% during the decade; spot radio's climbed 55% and network radio's 23%; magazines' were up 47% and newspaper supplements' 63%.

Most of the increases, the report notes, occurred in the second half of the decade. Between 1970 and 1975, only newspapers' C-P-M rose more than the inflation rate of

The year-by-year cost trending

Cost-per-thousand trends	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor	CPI
1970	100	100	100	100	100	100	100	100	100	100
1971	87	93	98	101	104	101	102	99	104	104
1972	84	99	92	100	107	103	108	89	111	108
1973	95	111	91	99	112	107	108	89	114	114
1974	105	120	93	103	130	116	109	89	123	127
1975	110	122	93	111	147	121	115	90	131	139
1976	137	133	116	113	161	125	129	99	140	147
1977	177	167	122	123	175	148	140	108	153	156
1978	191	182	122	135	190	150	148	116	169	168
1979	200	205	133	147	207	163	155	123	188	187
1980 (est)	224	230	148	164	230	181	163	130	208	207

Unit cost trends	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network Radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	97	107	102	112	117	119
1973	113	124	95	97	114	109	119	119	123
1974	121	137	100	102	130	121	124	117	134
1975	140	147	102	107	144	131	132	123	144
1976	163	160	130	110	159	135	151	129	156
1977	204	203	137	119	173	156	166	148	172
1978	227	228	140	130	190	168	179	159	191
1979	247	256	160	142	208	183	193	171	212
1980 (est)	284	291	182	158	231	203	206	185	238

Audience trends	Daytime network TV	Evening Network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network Radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	99	100	98	104	112	104
1972	116	110	103	97	101	99	104	132	107
1973	119	111	105	98	102	102	111	134	108
1974	115	112	108	99	100	104	113	132	108
1975	127	120	110	97	98	108	114	136	110
1976	119	120	112	97	98	108	117	130	111
1977	116	121	112	96	99	106	119	136	112
1978	119	125	115	96	100	112	121	138	113
1979	123	125	121	96	101	112	124	139	113
1980 (est)	127	126	123	96	101	112	126	142	115

Expenditure trends	Network TV	Spot TV	Magazines	Newspapers/ supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	129	121	116	134	109	123	132
1975	139	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	209	179	167	188	147	245	188
1978	240	209	201	201	167	262	199
1979	274	234	227	234	183	304	227

Tables report trends in index form, with 1970, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page black and white for supplements and 100 showing for outdoor. Audience levels and CPM's are based on women 18+ for day network; total persons 2+ for evening network; TV households for spot TV; persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A. C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. Figures for 1980 are Ted Bates estimates.

39%. While newspapers were up 47% for the period, daytime network TV was up 10% and evening network TV 22%; spot TV's C-P-M declined by seven percentage points and network radio's by 10; magazines' rose 11%, supplements 21% and outdoor 31%.

From 1975 through 1979, however, most media's C-P-M's rose faster than the 35% increase in CPI reported for that period. Thus according to the Bates study, daytime network TV rose 82% in C-P-M, evening network TV 67%, spot TV 43%, newspapers 41% and outdoor 42%. Spot radio's increase matched that of the CPI, network radio's was two points above at 37% and magazines' and supplements' were slightly below at 33% and 34% respectively.

The most consistent increases, the study finds, were those of newspaper C-P-M's—up about 5% more than the inflation rate in both halves of the decade. As for the other media, the report continues, "One can only guess at what really caused this turnaround in the relationship of media C-P-M increases and the inflation rate, but it seems to have initiated in the 1976 season with network television and shortly thereafter substantial annual C-P-M increases manifested themselves in many of the other media elements."

The study also examines media efficiency in terms of changes in delivery of impressions or circulation per dollar. Thus, the report says, "In 1979, network television, newspapers and outdoor delivered about half as many impressions/circulation per dollar as they did in 1970. On the other hand, spot TV, magazines, supplements and radio have experienced smaller losses, ranging about 20% to 40%.

"Looking to the future," the report continues, "it's possible that with the increasing demand for network TV commercial time (coupled with its limited supply), advertisers will increase their interest in alternative media, specifically magazines and radio. This in turn *might* cause their respective C-P-M's to rise in the '80's at rates considerably in excess of those posted in the '70's. However, further complicating this picture are the potential effects of the 'emerging electronic technologies' (cable TV, superstations, etc.) and their cost implications for the industry."

Looking back at 1979 and comparing it with 1978, the study found "mixed" C-P-M trends among media:

"While increases generally paralleled CPI growth in 1978 (with the decided exception of spot TV and supplements), in 1979 only evening network TV and outdoor (both up 12%) exceeded the CPI rate of increase of 11%. However, this seems to be due more to an increase in the inflation rate (from 7.5% to 11%) than to any moderation in media C-P-M increases.

"Magazines, newspapers (both up 9%) and spot and network radio (up 5% and 6% respectively) all posted increases in 1979 similar to 1978. The television medium by itself, increasingly enough, presents a mixed picture. Spot TV, with *no* increase in 1978, was up *9%* in 1979. Day and evening network TV, after posting increases of 8-9% in 1978, were up 5% and 12% respectively. Obviously, the two network daypart elements were subjected to different supply/demand pressures in large measure accounting for the differences in the C-P-M increases."

As for 1980, the report concludes, there is first the problem of inflation, and predicting what that will be "is almost like defining how high 'up' is." But if it is a repeat of 1979's 11% ("as the government is forecasting"), Bates says that "we expect spot TV, all the print media and outdoor cost efficiencies to somewhat parallel this rate of increase.

"Both network TV elements, due to 'special' demand pressures placed by the Olympics (assuming it takes place) and the presidential elections, should slightly outpace the CPI. Spot radio and network radio on the other hand, are expected to increase at roughly half the projected inflation rate." Specifically, the Bates projection anticipates C-P-M increases of 12% each for daytime and evening network television, 5% for spot radio and 6% for network radio.

The analysis makes no projections of 1980 national expenditures by media but estimates that between 1970 and 1979, spending in network TV rose 174%, in spot TV 134%, in spot radio 83%, in network radio 204%, in magazines 127%, in newspapers/supplements 134% and in outdoor 127%.

Broadcasting Feb 18 1980
170

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Capital Cities	year 12/31/79	$414,890,000	+ 12.9	$63,758,000	+ 18.0	4.68	$367,476,000	$54,033,000	3.80
Charter Co.	year 12/31/79	4,296,000,000	+110.0	365,338,000	+1468.8	14.83	2,046,000,000	23,288,000	1.17
Gannett Co.	year 12/30/79	1,065,244,000	+ 8.7	134,081,000	+ 19.2	3.75	979,464,000	112,413,000	3.19
General Tire & Rubber	year 11/30/79	2,321,147,000	+ 4.1	81,726,000	− 29.2	3.44	2,230,040,000	115,519,000	4.87
Jefferson-Pilot	year 12/31/79	752,716,000	+ 9.8	100,022,000	+ 12.7	4.47	685,187,000	88,752,000	3.85
Knight-Ridder	year 12/31/79	979,919,000	+ 11.5	88,360,000	+ 11.5	2.69	878,875,000	76,756,000	2.34
Liberty Corp.	year 12/31/79	272,275,000	+ 6.7	33,533,000	+ 8.4	2.56	255,216,000	30,940,000	2.30
Media General	year 12/31/79	280,643,000	+ 15.1	25,440,000	+ 43.7	3.42	243,699,000	17,972,000	2.40
MCI Communications	9 mo. 12/31/79	100,905,000	+ 48.6	8,138,000	+ 89.7	.10*	67,898,000	4,289,000	.15
MGM	3 mo. 10/30/79	129,324,000	− 9.8	15,320,000	− 41.1	.47	143,395,000	26,016,000	.80
Ogilvy & Mather	year 12/31/79	223,077,000	+ 22.8	13,473,000	+ 6.9	3.30	181,674,000	12,599,000	3.16
Schering-Plough	year 12/31/79	1,480,383,000	+ 32.5	222,267,000	+ 14.9	4.12	1,116,972,000	193,629,000	3.62
Storer Broadcasting	year 12/31/79	170,357,000	+ 17.3	30,263,000	+ 57.8	2.93	145,206,000	19,171,000	1.95
Time Inc.	year 12/31/79	2,504,060,000	+ 47.5	143,922,000	+ 14.5	5.15	1,697,585,000	125,742,000	5.61
Washington Post Co.	year 12/31/79	593,262,000	+ 14.0	**29,468,000	− 40.7	1.89	520,398,000	49,720,000	3.06

*Drop in earnings per share reflect impact of preferred stock dividend requirement.

**Change in accounting procedure for selling subscriptions in magazine division required write-off of $13.5 million and decreased 1979 profits by $4.5 million.

Summary of broadcasting

FCC tabulations as of Dec. 31, 1979

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,528	3	28	4,559	93	4,652
Commercial FM	3,106	2	47	3,155	176	3,331
Educational FM	1,011	0	27	1,038	87	1,125
Total Radio	8,645	5	102	8,752	356	9,108
Commercial TV						
VHF	514	1	2	517	8	525
UHF	221	0	8	229	60	289
Educational TV						
VHF	99	1	5	105	5	110
UHF	154	2	6	162	4	166
Total TV	988	4	21	1,013	77	1,090
FM Translators	279	0	0	0	152	431
TV Translators						
UHF	1,223	0	0	1,223	388	1,611
VHF	2,467	0	0	2,467	213	2,680

**Special temporary authorization*

***Includes off-air licenses*

C 1750-1

NATPE 80: Kickoff for the decade's changing media marketplace

Broadcasting Feb 25
The newsweekly of broadcasting and allied arts
Our 49th Year 1980

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about working with
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NEWSPAPER

The Week in Brief

TOP OF THE WEEK

NATPE IN SAN FRANCISCO ☐ It was a week of superlatives with record numbers of delegates and exhibitors. It also was a time when the weathervane indicated changes in the offing for the organization and the programing marketplace. Complete coverage begins on **PAGE 31.**

THINGS TO COME ☐ One NATPE panel agrees that the existing media structure will not only survive but will prosper in the decade ahead. They feel programing will be the key to the success of the emerging technologies. **PAGE 32.**

LIFE AFTER SATCOM III ☐ To accommodate its customers who had counted on the now-lost satellite, RCA leases transponders for cable service on AT&T's Comstar D-2. **PAGE 34.**

STAGGERS HEADS FOR THE HILLS ☐ His decision not to seek re-election in fall means that chairmanship of the House Commerce committee could pass to Dingell or Van Deerlin. **PAGE 35.**

PROGRAMING

TALK OF THE TOWN ☐ Talk shows and the competition among returning vets and rookie hopefuls dominate the NATPE marketplace. Operation Prime Time goes beyond specials to series. *Family Feud* stripping and the proliferation of *P.M. Magazine* put pressure on prime-access competitors. **PAGE 38.**

NEW TRENDS ☐ One panel in San Francisco turns thumbs down on the quality of syndicated offerings for prime access. **PAGE 42.**

RISING PRICES ☐ Broadcasters at NATPE complain that escalating program costs are forcing them to re-evaluate their methods and ratings goals. **PAGE 46.**

NETWORK ROADS AHEAD ☐ ABC affiliates, meeting during the programing conference, are given the network's battle plans and a look at its fall projects. **PAGE 46.** CBS affiliates, pleased at the network's ratings ascendancy, hear Daly discuss seven new series in the works. **PAGE 48.** NBC affiliates are assured a Carson signing is near, briefed on eight new comedy programs and filled in on daytime strategy. **PAGE 52.**

SEX ☐ Panelists in San Francisco conclude that TV is middle of the road in its handling of the subject. **PAGE 59.**

BUSINESS

SQUARING OFF ☐ TVB's comparative ad campaign characterizes radio as an invisible medium. RAB fires back that radio should be the prime medium of advertisers concerned about TV costs. **PAGE 69.**

IT WAS A GOOD YEAR ☐ ABC reports profits were up 17.5% on revenues that increased 15.1% in 1979. Network and TV stations post records, but radio's earnings drop. **PAGE 70.**

MEDIA

MOMENTUM FOR DALLAS ☐ Although the NCTA's convention is nearly three months away, exhibit space is already sold out and the agenda is brimming with people and topics to reflect cable's broader worlds. **PAGE 73.**

LAW & REGULATION

LEGAL AID ☐ NATPE delegates get tips on such matters as EEO, political spots and libel. **PAGE 78.**

DISAGREE ☐ At a San Francisco press conference, the FCC's Washburn predicts the RKO General TV revocations will be overturned. Van Deerlin doesn't see it that way. **PAGE 78.**

TECHNOLOGY

AMPEX TO SIGNAL CO.'S ☐ The major broadcast equipment maker agrees to a $415-million stock deal that will put it under the Los Angeles holding company. **PAGE 81.**

PROFILE

THE WRIGHT WAY ☐ Back in the 1940's, U.S. District Court Judge James Skelly Wright became known for his idealism and sensitivity to the moral imperatives of cases that he handled. And in the 40 years en route to becoming chief judge of the U.S. Court of Appeals in Washington, he has not departed from those principles. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $80 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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"sophomoric, distorting and uncalled-for."

"Radio must have them worried," he said, "if they have to resort to this kind of presentation to compete."

The RAB report, "Radio as a Primary Medium: A Radio/TV Comparison," was released last fall. "There is a wealth of new data being generated on radio and TV," the report asserts. "It is demonstrating that radio is outperforming TV in many significant areas. These findings are influencing more and more advertisers to consider radio as a primary medium.

"Every day, for example, radio leads all media in people reached ... Many key marketing targets—like working women, professional and managerial males, adults 18-49—spend more time every day with radio than TV.

"This new research goes beyond boxcar mass-appeal documentation. It shows radio as an exceptional vehicle for reaching a cross-section of consumer groups with more efficiency than TV."

Using information drawn from a variety of sources, the report summarizes its findings as follows:

"1. Radio is now number one in reach ... reaching more adults and teens in a day and a week than TV.

"2. Radio share of mind [percentage of total time spent with media] is higher than TV for a number of key consumer targets, like adults 18-49, upscale working women, professional/managerial males, students.

"3. Radio audience is higher than TV through the day, a reflection of radio's ability to function within virtually every consumer lifestyle.

"4. Radio is now ahead of TV in delivering prime consumers.

"5. Radio reaches TV's light viewers—and is also an essential reinforcement of TV messages among heavy viewers.

"6. Radio audience is reached at lower costs than TV, a comparison that comes from research by a number of leading U.S. advertising agencies.

"7. Dollar for dollar, radio delivers greater 'people' reach and frequency than TV—for the same budget radio delivers added reach, more effective reach, greater frequency and increased ad impressions.

"8. Radio listening is consistent in all four seasons, while TV has peaks and valleys, a reflection of the differing functions performed by the two media.

"9. Radio commercial recall is generally equivalent in impact to TV.

GT&R/RKO directors hit with lawsuit

Class-action proceeding initiated by stockholder claims loss of more than $50 million because of illegal company activities

A further repercussion of the FCC's decision against RKO General and its parent General Tire & Rubber came with the filing in U.S. Court for the Southern District of New York of a $50-million class-action suit on behalf of shareholders of General Tire ("In Brief," Feb. 18).

Filed by Arthur L. Monheit and his mother, Dorothy, as administrators of the estate of her husband, Charles Monheit, the suit names as defendants the three O'Neil brothers—Thomas, John and Michael G.—who are, respectively, the chairman of both General Tire and RKO General, the chairman of General Tire's finance committee and the president and chief executive of General Tire. T.E. Pittenger, vice president of General Tire, was also named a defendant, as were four outside directors of the company: William B. Walsh, L.D. Henry, D. Bruce Mansfield, and James T. Morely.

According to the Monheits' suit, "The acts and conduct herein alleged on the part of the individual defendants constitute flagrant violations and breaches of their fiduciary duties all to the substantial damage of General Tire and RKO General in an exact amount not presently known, but estimated to be in excess of $50 million."

The suit details actions of General Tire that led to the FCC's decision to pull the licenses of RKO General's WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles (BROADCASTING, Jan. 28). GT says that the four outside directors were or should have been aware of such actions in 1977 and 1978 and failed to act to protect the interests of the shareholders.

The suit asks for the "sterilizing" of the stock of the O'Neils and Pittenger so that they could not benefit from any "spin-off" of RKO General to the shareholders of General Tire; restoration to the companies of any compensation or fringe benefits paid to those four defendents that are "found to be excessive or unreasonable," and recovery of all damages as a result of the acts alleged against the defendants.

No hearing is expected for at least 60 days in the case, which has been assigned to Judge Henry F. Werker.

ABC registers increases in '79

Both revenues and profits rose last year, with network and TV stations posting records; but radio's earnings dropped

ABC's 1979 net earnings were up 17.5% over the year earlier, climbing to $159,310,000 from $135,575,000. The rise came on a revenue gain from continuing operations of 15.1%, from $1,783,985,000 to $2,053,570,000. On a per share basis, earnings were $5.67, compared with $4.89 in 1978.

The company said the results were "primarily attributable to the outstanding performance of our television operations," as well as the reduction in losses from recorded music operations that ABC discontinued.

TV network and station operations were both said to have had record revenues and profits, although "ABC Radio reported increased revenues, but a profit decline."

In the fourth quarter, the company experienced a 1.2% decline in net earnings, dropping to $44,946,000 from $45,506,000. Per share consequently slid from $1.63 to $1.59. However, ABC reported

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Ampex	9 mo. 1/26/80	$334,879,000	+22.8	$27,995,000	+49.2	2.45	$272,675,000	$18,766,000	1.65
BBDO International	year 12/31/79	141,800,000	+17.6	11,461,000	+1.6	4.56	120,800,000	11,283,000	4.49
CBS Inc.	year 12/31/79	3,729,701,000	+13.4	200,707,000	+ 1.3	7.21	3,290,052,000	198,079,000	7.15
Compact Video Systems	9 mo. 1/31/80	22,901,000	+195.8	1,571,000	+38.4	.83	7,741,000	1,135,000	.92
Eastman Kodak	year 12/30/79	8,028,231,000	+14.5	1,000,764,000	+10.9	6.20	7,012,823,000	902,284,000	5.59
Grey Advertising	year 12/31/79	88,709,000	+16.3	6,433,000	+18.3	10.34	76,303,000	5,438,000	8.73
Interpublic	year 12/31/79	373,718,000	+20.5	21,589,000	+19.6	4.89	310,259,000	18,046,000	4.11
Times Mirror	year 12/31/79	1,647,476,000	+15.4	146,493,000	+ 2.9	4.31	1,427,931,000	142,399,000	4.13
Viacom International	year 12/29/79	107,389,000	+32.5	*9,848,000	+38.1	2.48	81,043,000	7,132,000	1.88
Warner Communications	year 12/31/79	1,648,027,000	+32.6	**109,058,000	+32.7	5.26	1,243,134,000	82,197,000	4.15
Wometco Enterprises	year 12/29/79	307,248,000	+10.8	19,130,000	+ 1.9	2.20	277,359,000	18,781,000	2.22

*Does not include extraordinary gain of $2,050,000 from agreement in which Viacom and Teleprompter became 50% owners of Showtime Entertainment Inc.

**Does not include net gain of $91,889,000 from Dec. 27, 1979, sale of 50% of WCI cable operations to American Express.

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

**Special temporary authorization*

***Includes off-air licenses*

Clean sweeps for ABC in February
Datelines: Lake Placid and New Hampshire

®

Broadcasting Mar 3

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

In Minneapolis/St. Paul, more women and men age 18 to 49 watch KSTP-TV's Eyewitness News than the other two news stations *put together!**

*SOURCE: Jan. 1980 ARB & NSI comparing 6 & 10 P.M. newscasts. Subject to normal ratings qualification.

So if you want to reach 18-49's in the Twin Cities, do what most viewers there do. Reach for KSTP-TV's EYEWITNESS NEWS... the number one news in the Upper Midwest for years! And for the '80's!

5
KSTP-TV

#1 EYEWITNESS NEWS

Down to Earth. Up to the Minute

For more information, call KSTP-TV at 612-645-2724 or your nearest Petry office.

Broadcasting ▫ Mar 3

The Week in Brief

TOP OF THE WEEK

THE THRILL OF VICTORY ☐ ABC's Olympic coverage guarantees it a first place in the sweeps. **PAGE 23.**

FROM NBC TO NAB ☐ Lobbyist Ken Schanzer succeeds Donald Zeifang at the trade association. **FROM NAB TO NCTA** ☐ Brenda Fox jumps a lowering fence to the cable association as its general counsel. **PAGE 26.**

COMMISSION ACTION ☐ The FCC decides not to issue a notice of proposed rulemaking to set up a screening process for petitions to deny license renewals. It also grants a waiver of its crossownership rules to WALB-TV Albany, Ga.—one of the "egregious" cases. **PAGE 28.**

MOVING TOWARD MORE FM'S ☐ The FCC starts a rulemaking to change its allocation procedure to allow more stations in the FM band. **PAGE 30.**

AWARDS TIME ☐ A record number of awards are presented in the annual duPont competition, but Columbia's Elliott says the number of entries should be higher. **PAGE 30.**

AT LARGE

LIVING TOGETHER ☐ Thomas E. Wheeler, president of the NCTA, believes that there are still important differences between cable and broadcasting, but the common ground between them is expanding. He elaborates on that in a special interview and offers his views on what's down the road. **PAGE 32.**

BUSINESS

TACKING VIBRATIONS ☐ Backe explains that CBS's corporate strategy changes will cause some uneven financial reports in the next few years. A first-quarter drop is expected and the second quarter "looks tight." **PAGE 40.**

LESS PAPERWORK ☐ The NAB's latest proposal for deregulation is embodied in a request that the FCC no longer require licensees to file the annual financial report. **PAGE 48.**

TECHNOLOGY

TALL PROBLEM ☐ Tests of new transmitting equipment on top of New York's World Trade Center reveal high levels of radiation. **PAGE 50.**

LOOKING AHEAD TO VEGAS ☐ GE will be there as it re-enters the U.S. transmitter market. It's also expected that Broadcast Electronics will be on hand with a new line of FM transmitters. **PAGE 50.**

GETTING TOGETHER ☐ Microdyne is to acquire its Ocala, Fla., neighbor, Antennas for Communications. It will afford one-stop shopping for those seeking satellite receivers and dish antennas. **PAGE 51.**

PROGRAMING

GAMES BROADCASTERS PLAYED ☐ For ABC-TV and the rest of the radio-TV world, the winter Olympic games were an alternating series of challenges and triumphs. An on-the-scene report of the 12 days in Lake Placid. **PAGE 53.**

JOURNALISM

CAMPAIGN 1980 ☐ Networks and local stations quickened their pace in the political jousting that climaxed last Tuesday in New Hampshire. BROADCASTING was there, too, and offers this complete summary of the movable media feast. **PAGE 60.**

MUFFLED GUNS ☐ A federal district judge dismisses the $300-million suit that a Michigan group had filed against CBS in the wake of a 1975 documentary on hunting. **PAGE 65.**

PROFILE

LOOSE REINS, TIGHT GRIP ☐ Peter Kizer's management style is to hire strong teams for each of the Evening News Association's stations and then let them operate independently. But the vice president of ENA's broadcast division stays near enough to be sure the standards they set are high. **PAGE 89.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Affiliated Publications	year 12/30/79	$183,487,000	+14.8	$12,635,000	+41.1	2.46	$159,801,000	$8,952,000	1.76
Arvin Industries	year 12/30/79	493,211,000	+ .08	20,422,000	−11.5	2.88	489,079,000	23,066,000	3.36
John Blair & Co.	year 12/31/79	197,341,000	+15.6	12,157,000	+12.0	3.27	170,597,000	10,652,000	2.95
Comsat	year 12/31/79	262,635,000	+24.4	40,185,000	+17.4	5.02	211,114,000	34,258,000	4.28
Cowles Communications	year 12/31/79	16,131,000	+11.7	5,745,000	+16.0	1.45	14,443,000	4,953,000	1.25
Oak Industries	year 12/31/79	281,348,000	+46.4	11,170,000	+130.3	2.71	192,181,000	4,850,000	1.45
Reeves Communications	6 mo. 12/31/79	18,452,000	+50.6	1,497,000	+74.9	.62	12,249,000	856,000	.38
Zenith Radio Corp.	year 12/31/79	1,075,200,000	+ 9.7	19,000,000	−18.5	1.01	980,000,000	23,300,000	1.24

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*Special temporary authorization

**Includes off-air licenses

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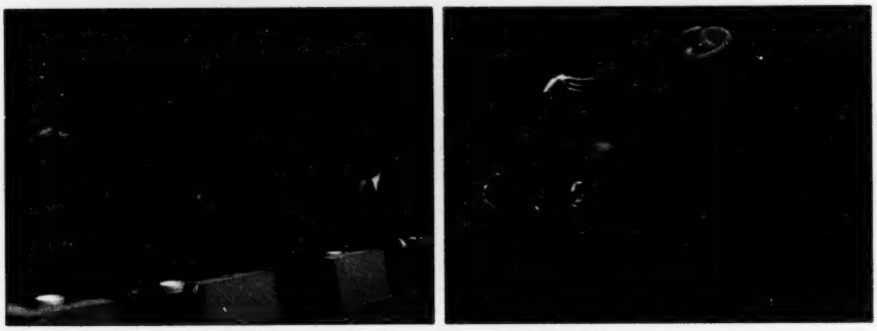
Radio future on the line in Buenos Aires
Giant jump in baseball rights

Broadcasting ® Mar 10
The newsweekly of broadcasting and allied arts
Our 49th Year 1979

"To Tell the Truth"



An all-new strip
from Goodson-Todman!
Based on their
greatest format ever!

Viacom

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The Week in Brief

Eller

Gabbert

KARL ELLER PLUNGES INTO FM FRAY ☐ In the biggest FM deal in history, Karl Eller, former member of office of the chief executive at Gannett Co., buys San Francisco radio station KIOI(FM) for $12 million from Jim Gabbert who started the station back in 1957. Richter-Kalil & Co. Inc. was the broker in the transaction. **PAGES 7 and 58.**

TOP OF THE WEEK

MAKE OR BREAK FOR 9 KHZ. ☐ Region 2 member nations gather this week in Buenos Aires to ponder the future of AM in the western hemisphere. Consideration of reduced channel spacing is the most far-reaching item on the agenda. **PAGE 25.**

EARLY WARNING ☐ House appropriations subcommitee member attacks Ferris and the FCC for the RKO decision. **PAGE 27.**

CBS-GOVERNMENT CLASHES ☐ White House tries to muscle *60 Minutes* out of broadcasting Iran segment; federal judge holds network in contempt for refusal to turn over outtakes from another segment from the same series. **PAGE 28.**

ON THE ATTACK ☐ Conservative groups take advantage of election law provision that allows them to spend unlimited amounts in campaigning against liberal candidates. Beneficiaries of this tactic are radio and television stations. **PAGE 29.**

SPECIAL REPORT

OUT OF THE BALL PARK ☐ BROADCASTING's annual special report finds that major-league baseball rights will cost broadcasters 47% more in the 1980 season. Most of the impetus for the rise comes from the new network contracts and hefty, multiyear pacts on the local level. **PAGE 33.**

LAW & REGULATION

LAST CHANCE ☐ The Supreme Court agrees to review the case that challenges the FCC's contention that it cannot consider station formats in weighing renewals and transfers. **PAGE 39.**

A MATTER OF CONCENTRATION ☐ A House subcommittee hears differing opinions on the amount of regulation that's needed for broadcasting and cable. **PAGE 40.**

BUSINESS

CHANGING TIMES IN ADVERTISING ☐ An ANA workshop gets a picture of the different and more difficult future that is resulting from the fragmentizing of television. **PAGE 46.**

MEDIA

PAY TV'S STIMULUS ☐ Wall Street's Tony Hoffman says that video service for a price will spark a greater demand for specialized programing, but it won't undercut free TV. **PAGE 56.**

PROGRAMING

CBS-TV MAKES RECOVERY ☐ In the week following the winter Olympics, the network grabs back the top spot in prime-time ratings. **PAGE 60.**

TECHNOLOGY

TURNER-RCA TRUCE ☐ The new cable news service is given temporary time on Satcom I in exchange for dropping its $34.5-million damage claim. Merits of the suit will be argued, however. **PAGE 64.**

ANOTHER FOR RCA ☐ Zenith is latest to announce adoption of SelectaVision format for videodisk players. **PAGE 64.**

JOURNALISM

'20/20' HINDSIGHT ☐ ABC News changes its mind, decides its case isn't strong enough to resist prosecutor who demanded outtakes for Jordan cocaine probe. **PAGE 67.**

INSURANCE WORRIES ☐ An NAB study documents the difficulties stations encounter in buying comprehensive coverage against defamation suits. **PAGE 68.**

PROFILE

QUEST FOR QUALITY ☐ Donald Kleffman says the "ex" at the end of Ampex stands for excellence. That observation epitomizes the uncompromising goal of the vice president-general manager, audio-visual systems, of one of the foremost equipment manufacturers. **PAGE 93.**

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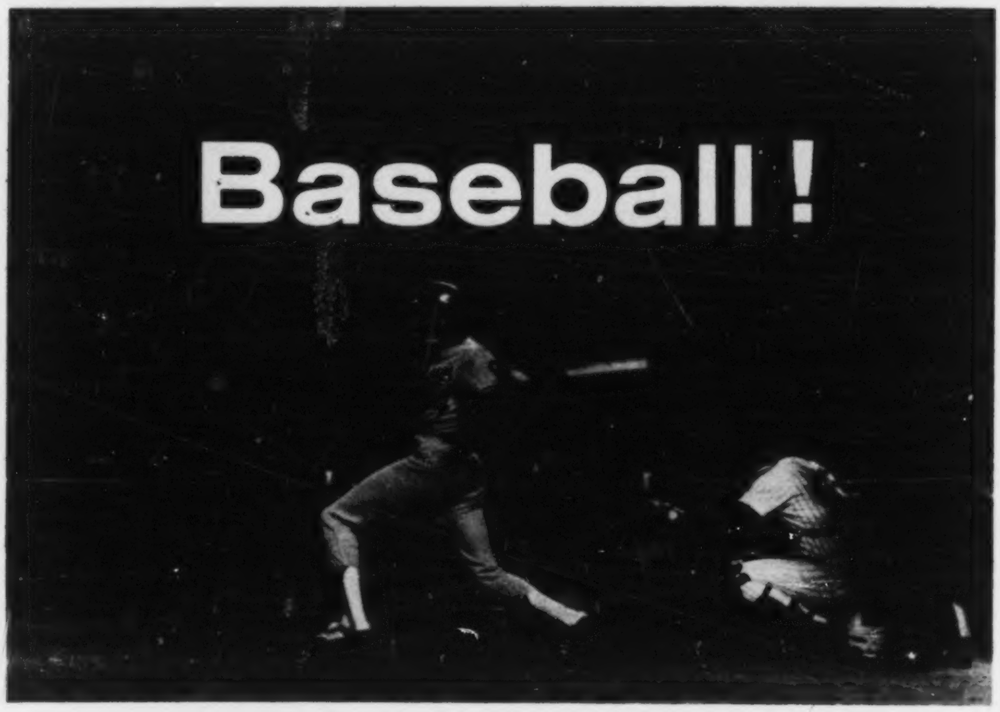


Rights go out of the park

Payments by broadcasters to teams and leagues top $80 million for a 47% increase from 1979

The cost of living in the major league baseball parks will go up 47% in the 1980 season for radio and television.

Total rights payments of $80,225,000 will be paid the American and National Leagues and local clubs by broadcasters covering the play-by-play. That is $25,725,000 more than the $54,500,000 figure when the 1979 season opened.

As expected, the biggest chunk—$18 million—of the increase stems from new TV contracts with the networks, consummated after the season started last spring (BROADCASTING, April 30, 1979).

Accordingly, NBC-TV will be in the first year, and ABC-TV in the second, of new pacts under which they will pay an estimated $185 million for television rights through 1983. NBC-TV, which paid approximately $42.8 million over four years of the old contract, is paying an estimated $90 million under the new, while ABC-TV, which paid $50 million under the old, is paying approximately $95 million under a contract that superseded the old one last year.

Broadcast rights payments at the local level are going up at a pace only slightly less spectacular. They will increase 20% to $38,650,000 from $31,225,000 in 1979. That is by far the most sizable annual increase for baseball at the local level. It follows a spate of renewals and new contracts, many multiyear, at the end of last season.

Looking first at the network plans:

ABC-TV has revised its schedule of games to concentrate *Monday Night Baseball* on the five Mondays in June and then pick up with eight late-season games on Sunday afternoons starting Aug. 17. The Monday-night games will start at 8:30 p.m. NYT, a half-hour later than last year. Most of the Sunday-afternoon contests will start at 3 o'clock.

Under the alternating pattern followed in recent years, ABC-TV will have this year's All Star game (July 8) and the American and National league championship series (starting Oct. 7), while NBC-TV will have the World Series.

ABC reports the Monday-night and Sunday games sold out and the others substantially so. Thirty-second announcements are pegged at $42,000 in the Monday-night games, compared with $31,000 last year, while the new Sunday series is pegged at $17,500 per 30. For the All Star game the pricing is $110,000 per 30, up from $90,000 on NBC last year. For the league playoffs, 30's are priced at $75,000 for prime-time games, $42,000 for weekend games and $22,000 for weekday games.

Among major sponsors signed are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (J. Walter Thompson), Allstate insurance (Leo Burnett) and Texaco (Benton & Bowles).

NBC's Saturday *Game of the Week* will encompass 26 telecasts, starting April 12. Thirty-second announcements are priced at $25,000, up from about $22,500 last year, and major sponsors include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett), Black & Decker (BBDO), Borden (Conahay & Lyon), J.C. Penney Co. (McCaffrey & McCall), Firestone (Paul Schulman Co.) and Kentucky Fried Chicken (Young & Rubicam).

For the World Series, 30-second prices average about $125,000, up from $100,000 on ABC last year. Major advertisers on board include Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (JWT), Allstate (Leo Burnett) and RCA (Burnett).

If the World Series goes to seven games, NBC-TV hopes to have five of them in prime time, the others in weekend daytime. The first game will be Tuesday, Oct. 14, 8 p.m. NYT.

The memory of ABC-TV ratings success in the World Series last fall is still fresh, particularly the numbers for the final game on a Wednesday night in October. ABC-TV said the climax to Pittsburgh's comeback—from a three-to-one game deficit against Baltimore—was witnessed by the largest Series audience ever with 80 million people watching all or part of the game. A record number of households also was claimed: 25,150,000 per average minute.

(The highest-rated game, however, remains the seventh in 1975, between Cincinnati and Boston, which earned a 39.6 rating and 60 share. Since then Nielsen has increased the number of viewers attached to a ratings point, accounting for ABC's new record numbers.)

CBS Radio has packaged its baseball commercials differently this year, but prices, on average, are up 15%-18% from last year. The package, priced at $230,000, includes a minimum of 50 30-second spots in *Pennant Race Fever,* a weeklong special with Curt Gowdy covering the division playoffs; the American and National League championships; *The Wonderful World of Baseball,* a pre-Series weekend special with Win Elliot, and the World Series. This is what CBS Radio calls its maximum/minimum package; if the World Series goes beyond four games, for example, the advertisers' participation continues in the extra games at no extra charge.

CBS Radio also is introducing this year *Baseball Preview,* a five-part special scheduled March 31-April 4 with Curt Gowdy covering the final week of spring training and offering predictions on the outcome of the 1980 race. CBS Radio will also cover the All Star game.

It's going, going, going ...

How the radio-TV rights paid to the major leagues rose in the last decade, as ported annually in *Broadcasting:*

1971	**$40,451,000**
1972	**41,185,000**
1973	**42,385,000**
1974	**43,245,000**
1975	**44,495,000**
1976	**50,820,000**
1977	**52,110,000**
1978	**52,510,000**
1979	**54,500,000**
1980	**80,225,000**

Although the network said it could not yet identify its baseball advertisers, James A. Joyella, vice president and general sales manager, said sales were going well. "Baseball has been a consistent sell-out on the CBS Radio network over the last several years with a wide range of advertisers being attracted by the cost efficiency of radio," Joyella said. "In fact, the 1980 events are selling well ahead of pace."

CBS Radio officials said previously unreleased results of a special study conducted by Opinion Research Corp. showed that the 1979 World Series attracted a radio audience of 47 million adults aged 18 and over, or 31% of all adults, and that they reported listening to an average of 3.3 games of the seven-game series.

At the local level in the National League:

- Pittsburgh—The champion Pirates not only took all the marbles on the field last year but also negotiated a new three-year contract with KDKA-AM-TV there. The arrangement, which includes extensive promotion and merchandising and joint community projects, was described by Jack Schrom, Pirates vice president of public relations and marketing, as "one of the best broadcast packages and working arrangements in baseball." It is understood that the new rights amount to $1.7 million per year, up from $1.2 million.

A KDKA spokesperson pointed out that Pirates' selling in midwinter is usually slowed by the attention-getting heroics of the professional football Steelers there, but that 1980 sales have vastly improved. KDKA-TV underscored that and said Pirates baseball is almost sold out.

- St. Louis—The call letters and the

Text continues on page 38; for team-by-team breakouts of the local radio and television baseball story, see page 36.

AMERICAN LEAGUE EAST

Team	*1980 rights*	*1979 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holder*
Baltimore Orioles	$950,000	$950,000	WMAR-TV 6-8	WFBR 56	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,600,000	2,450,000	WSBK-TV TBA	WITS 80	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	1,100,000	900,000	WUAB	WWWE 27	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,400,000	1,300,000	WDIV 4	WJR 50	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	600,000	600,000	WTMJ-TV 4	WTMJ 60	WTMJ Inc., holds TV and radio rights.
New York Yankees	3,000,000	1,300,000	WPIX 8-10	WINS 86	WPIX holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	3,000,000	1,200,000	CBC-TV English 44 French 16	CKFH 22	CBC-TV holds TV rights with English and French networks negotiating separately on TV; Hewpex Sports Network holds radio rights.

AMERICAN LEAGUE WEST

California Angels	$1,000,000	$1,000,000	KTLA	KMPC 19	Golden West Broadcasters (KTLA and KMPC), which is under common ownership with the California Angels, holds broadcast rights.
Chicago White Sox	1,950,000	1,750,000	WSNS	WBBM	WSNS hold TV rights; WBBM holds radio rights.
Kansas City Royals	500,000	350,000	WDAF-TV 9	WIBW Topeka 115	WDAF-TV holds TV rights; WIBW holds radio rights.
Minnesota Twins	1,250,000	1,125,000	KMSP-TV 3	WCCO 20	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,000,000	1,000,000	KPIX 2	Being negotiated	KPIX holds TV rights.
Seattle Mariners	800,000	800,000	KING-TV 4	KVI 9	Seattle Mariners retain TV and radio rights; KVI sells for radio.
Texas Rangers	700,000	700,000	KXAS-TV 19	WBAP 15	City of Arlington, Tex., holds TV and radio rights under 10-year contract, with sales handled by Texas Rangers Baseball Network.

NATIONAL LEAGUE EAST

Chicago Cubs	$1,800,000	$1,500,000	WGN-TV 11	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	1,400,000	1,200,000	CBC-TV English 20 French 45	CFCF 13 CKAC 24	CBC-TV holds TV rights; CFCF holds English language radio rights; CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 10	WOR-TV holds TV rights; WMCA holds radio rights.
Philadelphia Phillies	3,500,000	2,950,000	WPHL-TV 3	KYW 33	WPHL-TV holds TV rights; Philadelphia Phillies retain radio rights.
Pittsburgh Pirates	1,750,000	1,200,000	KDKA-TV 3	KDKA 50	Group W/Westinghouse (KDKA-AM-TV) is broadcast rights holder.
St. Louis Cardinals	1,500,000	1,000,000	KSDK 15	KMOX 95	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Atlanta Braves	$1,500,000	$1,000,000	WTBS	WSB 60	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,200,000	1,000,000	WLWT 12	WLW 110	WLWT holds TV rights; Cincinnati Reds retains radio rights.
Houston Astros	1,000,000	1,000,000	KRIV 15	KPRC 35	Houston Astros retain TV and radio rights.
Los Angeles Dodgers	1,800,000	1,800,000	KTTV	KABC 22 KTNQ in Spanish	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV network.
San Diego Padres	1,000,000	800,000	KFMB-TV	KFMB	KFMB-TV holds TV rights; KFMB holds radio rights.
San Francisco Giants	850,000	850,000	KTVU 3	KNBR 9	KTVU holds TV rights; KNBR holds radio rights.

AL total	**$19,850,000**	**$15,425,000**
NL total	**$18,800,000**	**$15,800,000**
Major total	**$38,650,000**	**$31,225,000**

Not included in the table is ABC's payment for nationally televised games that will amount to $19 million this year and NBC's payment for nationally televised games that will amount to $22.5 million this year. ABC is under five-year contract that began last season and NBC is in the first year of a four-year contract. In addition, CBS Radio is continuing under contract that began in 1976 and which is estimated to exceed $75,000 annually.

names there are the same, but the broadcast arrangement is a new ball game. Anheuser-Busch, which normally retains broadcast rights to the commonly owned Cardinals, has given way to KMOX(AM) there, radio originator for more than 30 years, and KSDK(TV) there, which has handled Cardinals road games since 1962. Both stations were successful bidders for five-year contracts that reportedly will involve a total of $1.5 million in annual rights payments each year.

- New York—WOR-TV reported that sales for Mets baseball are 30% higher than last year.
- Atlanta—The Braves do their own radio selling and Wayne Long, director of advertising, said a few final sales were being completed before training camp time. At WTBS(TV), which holds the TV rights, the superstation's Ned Jay reported a smooth flow of sales and said that WTBS, co-owned with the Braves by Ted Turner, would originate 100 Braves telecasts for the second year, feeding the games via satellite to 2,300 cable systems and 7,683,000 homes.
- Cincinnati—WLWT(TV) will start a new five-year rights contract with the Reds at an estimated $1.2 million per year. WLWT reported it was 75% sold out by mid-February. The Reds, who retain their radio rights and historically have no sales problems, were no different this year. Jim Winters, director of broadcasting for the club, reported all commercial openings were gone by Jan. 18. "This is the sixth consecutive year that we have sold all in-game as well as pregame and postgame commercial availabilities," he said. The biggest customer is Anheuser-Busch, which signed a contract through 1982.
- Los Angeles—The Dodgers have always handled their own broadcasting and the club reported its had sold out before the end of last season.

Looking around American League cities:

- Baltimore—WMAR-TV said that Orioles sales were "very strong" and the majority had been completed by Feb. 19. Charles H. Horich, vice president and director of broadcasting for the station, said the network is being expanded to reach such far-away points as WPLG-TV Miami and that the number of TV games will be increased to 57.
- Boston—WSBK-TV will start a new five-year rights contract and will telecast 105 games of the Red Sox. The TV outlet said it was 50% sold by the end of February. On the radio side, WITS(AM) reported it is 90% sold out.
- Cleveland—WUAB(TV) Lorain-Cleveland, the new TV rights holder, will telecast 70 games (30 more than were carried by WJWK-TV there last season). WUAB said sales are very strong and that Anheuser-Busch alone had bought six minutes in each game. On the Indians' radio side, WWWE reported sales are excellent and that only four commercial minutes were available as of last week.
- Detroit—WDIV(TV) said the Tigers baseball business is running ahead of last year and WJR(AM) was 75% sold out .
- Milwaukee—WTMJ(AM) Manager Bill Haig said Brewers baseball selling had been wrapped up by mid-January.
- Kansas City—WDAF-TV there takes over the TV rights there under a five-year contract. The station expressed satisfaction with its sales progress, pointing out that, as a new originator, a fair amount of spadework is entailed in taking over old and setting up new accounts. The Royals handle their own radio, with WIBW(AM) Topeka, Kan., as the key station for a network of 115 stations. Bob Fromme, general manager of the Royals Radio Network, noted there were no 50 kw outlets among the affiliates, a factor that contributes to higher line costs and other expenses. This, he said, is one reason that the Royals radio broadcast rights are valued so modestly. The estimated $500,000 for Royals' radio-TV is the lowest in the majors. However, he added, the happy bottom line is that Royals radio was sold out by last Christmas.
- Minnesota—In the land of sky blue waters, Midwest Federal Savings & Loan Association will continue as radio and TV rights holder under a new five-year contract. MFS&L would not comment on the price, but in the final years of its last seven-and-one-half year contract, MFS&L had increased the ante $25,000 each season. And there is no reason to believe that the worth of the Twins' rights has not appreciated.
- Texas—Baseball's longest rights contract was made prior to the 1972 season when former Rangers owner Bob Short sold radio and television for 10 years for an estimated $7 million to the city of Arlington, Tex. In turn, Arlington set up the Texas Rangers Baseball network under Roy Parks, now its executive director. Each season the Rangers broadcast picture has improved. Parks last week reported the best year yet in sales with the gross running over the $2.5 million mark.

But amid the euphoric sounds of broadcasters and baseball, there is a threatening rumble on the horizon: a players strike. The executive board of the Major League Players Association last week balked at certain provisions in a new agreement it is negotiating with the club owners and called for a strike on or before April 1. The season is scheduled to open April 9.

The innocent victim could be the broadcaster, to whom the play is the thing.

Local growth charted by the TVB

Top 20 advertisers upped spending on TV by 17% in '79

Advertisers in local television's top 20 categories boosted their local spending by 17% and reached $1,727,491,400 in 1979, the Television Bureau of Advertising reported on the basis of estimates compiled by Broadcast Advertisers Reports.

The compilation showed that all but one of the heaviest-spending local categories increased their TV spending by amounts ranging from 9% to 82%. The exception was department stores, which TVB said was adversely affected by a change in BAR methodology.

TVB said co-op advertising carrying the tag of a single store, rather than multiple stores, was assigned this year to the manufacturer rather than the store and accordingly was treated as national or regional spot rather than local advertising. As a result, the department store category showed an apparent decline of 6% and slipped in rank from second in 1978 to fifth in 1979.

Restaurants and drive-ins remained the heaviest-spending category, with a 19% increase boosting its total to $310.5 million. Banks and savings and loans moved into second place with a 12% increase to $166.3 million. Food stores and supermarkets ranked third with $159 million, up 13%, and auto dealers (not counting dealer associations' expenditures) were fourth with $145.3 million, up 9%. The full list follows:

	1978	1979	Percent Change
1. Restaurants & drive-ins	$261,066,700	$310,498,100	+19
2. Banks, savings & loans	148,650,800	166,304,500	+12
3. Food stores & supermarkets	140,336,300	159,002,200	+13
4. Auto dealers*	133,310,200	145,345,700	+ 9
5. Department stores**	149,651,500	140,364,200	− 6
6. Furniture stores	95,035,200	122,465,400	+29
7. Movies	85,873,900	111,287,400	+30
8. Discount department stores	74,071,800	81,410,700	+10
9. Amusements & entertainment	55,376,300	68,260,300	+23
10. Radio stations	42,087,600	64,423,900	+53
11. Builders & real estate agents	48,849,600	54,578,000	+12
12. Clothing stores	38,103,000	47,314,200	+24
13. Appliance stores	40,544,300	45,140,400	+11
14. Leisure time activities & services	36,325,400	42,641,100	+17
15. Home improvement contractors	26,524,800	34,279,600	+29
16. Auto repair & service stations	25,886,000	30,475,500	+18
17. Carpet & floor covering stores	21,805,700	28,726,800	+32
18. Drug stores	24,311,500	27,050,100	+11
19. Sport, hobby & toy stores	18,379,000	25,212,000	+37
20. Shoe stores	12,478,000	22,711,300	+82
Total top 20	$1,478,678,000	$1,727,491,400	+17

* Dealer associations not included.

** A change by BAR in assigning product commercials with single store tags has resulted in dollars shifting from local TV to spot TV in 1979. The Department Store category was most affected by the change.

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

**Special temporary authorization*

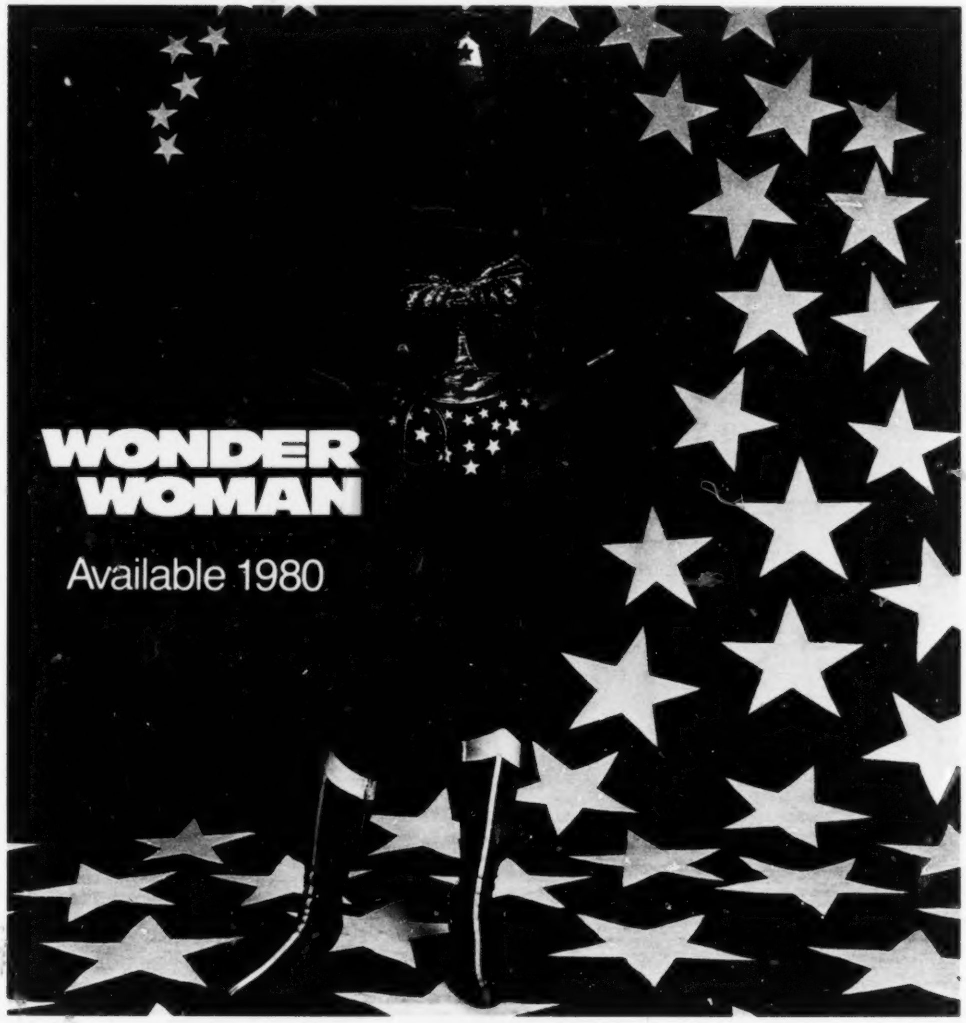
***Includes off-air licenses*

Special Report:
The new status quo in radio networking

Broadcasting Mar 17

The newsweekly of broadcasting and allied arts

Our 49th Year 1980


WONDER
WOMAN
Available 1980

Warner Bros. Television Distribution A Warner Communications Company

The Week in Brief

TOP OF THE WEEK

CARTER-MONDALE UPHELD ☐ U.S. Court of Appeals in Washington says candidates have a right to affirmative access to the broadcast media and upholds the FCC's earlier ruling that the three commercial TV networks violated the Communications Act. **PAGE 29.**

BUENOS AIRES ☐ The American 9 khz proposal passes its first test at the Region 2 conference. **PAGE 29.**

FTC HANGS ON ☐ Congress fails to approve means for continuing the agency's funding, but extends its life for another 45 days with restrictions. **PAGE 31.**

PEACE OFFERING ☐ In Hollywood, ABC Television's Fred Pierce extends an olive branch to the creative community. He calls for mutual understanding of network and producer needs. **PAGE 32.**

PROGRAMING STRATEGIES ☐ A look at what NBC-TV is developing as it prepares to announce its fall line-up April 15. **PAGE 33.**

TURNER'S LATEST RECRUIT ☐ Bob Wussler, former CBS-TV president, becomes second in command at the Atlanta-based operation. **PAGE 30.**

SPECIAL REPORT

THE COMEBACK OF RADIO NETWORKING ☐ Yesteryear's most important medium has reacquired its vigor and growth, with satellites spurring much of the interest. The key executives involved in this renaissance explain why and how it is happening. **PAGE 37.** Pleased with the demographics of radio networking, Madison Avenue looks forward to even more precise pinpointing of listeners. **PAGE 46.** National Public Radio's bright star in this trend is *All Things Considered,* a prestige offering since 1971. **PAGE 54.**

BUSINESS

THE BIG SPENDERS ☐ TVB releases its annual rundown of advertisers on the TV networks last year. The 574 sponsors include 71 newcomers. **PAGE 64.**

LAW & REGULATION

FINER-TUNING ASCERTAINMENT ☐ The FCC clarifies its list of local groups that should be checked by broadcasters. It specifies the inclusion of others—such as homosexuals and the handicapped—if they are in sufficient numbers. **PAGE 72.**

GRANDFATHER STATUS ☐ The FCC waives crossownership rule and approves the transfer of control of the McClatchy stations, clearing the way for approval of the record $65-million sale of KOVR-TV. **PAGE 76.**

MEDIA

PITTSBURGH PROTEST ☐ The loser in the cable franchise competition there goes to court to halt Warner-Amex award. **PAGE 78.**

PROGRAMING

SHOWTIME'S AMBITIOUS MOVE ☐ The pay-TV service restructures it programing line-up and increases hours 40%. **PAGE 82.**

CBS-TV AGAIN ☐ The network takes prime-time ratings honors for the week ended March 9, but ABC-TV stays in first for the season-to-date by a slim margin. **PAGE 82.**

BRICKBATS AND BOUQUETS ☐ The National PTA releases its lists of good and bad programs, along with hero and villain rankings for advertisers. **PAGE 84.**

GETTING THE NUMBERS ☐ The NAB asks commercial telecasters to help it provide the FCC with exact documentation of the amount of children's programing being presented. **PAGE 84.**

JOURNALISM

KOPPEL TAPPED ☐ ABC-TV picks him to anchor its new late-night newscast. **PAGE 85.**

OPEN DOOR ☐ The Massachusetts high court OK's a one-year experiment of cameras and mikes in courtrooms. **PAGE 85.**

TECHNOLOGY

A NETWORK REALITY ☐ ABC-TV starts captioning programs to help the hearing-impaired. **PAGE 86.**

PROFILE

C-SPAN'S LAMB ☐ One year ago America began getting direct reports from the halls of Congress via satellite and cable. It was one fulfillment of Brian Lamb's affection for media and politics. **PAGE 113.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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The network roster

The number of advertisers that used ABC, CBS and NBC last year and their spending are tracked in annual TVB survey

A total of 574 advertisers used network television in 1979—seven more than in 1978—and their expenditures rose 14% above the 1978 record, according to figures being released last week by the Television Bureau of Advertising.

TVB said the 1979 class included 71 advertisers that were using network TV for the first time—up from 58 newcomers in 1978—and 13 of the 71 spent more than $1 million each.

The TVB figures, offering estimates of network TV spending by each of the 574 network users, were compiled by Broadcast Advertisers Reports. They totaled $4.7 billion (BROADCASTING, Feb. 18).

Procter & Gamble kept its hold on first place in network spending with $289.6 million, 11% more than in 1978. General Foods was second with $203.2 million, up 20%, and American Home Products was third with $122.6 million, up 10%. Rounding out the top 10, in rank order, were General Motors, $117.3 million, up 9%; Bristol Myers, almost $117 million, up 6%; Ford Motor, $97 million, up 22%; Philip Morris, $86.4 million, up 29%; General Mills, $85.6 million, up 2%; Johnson & Johnson, $83.7 million, up 29%, and Pepsico, $72.3 million, up 60%.

Schieffelin & Co. led the newcomers with $4.1 million invested in network TV. Ponderosa Systems, Great Water of France and Century 21 ranked second, third and fourth, each with over $3 million, while Ehrenreich Photo Optical Industries was fifth with $2.7 million.

The 574 companies using network TV in 1979 are listed alphabetically below, with spending estimates as compiled by BAR. An asterisk (*) denotes a newcomer.

Rank		*(ADD 000)*
125	Abbott Laboratories	$ 6,984.1
228	Ace Hardware	2,922.7
544	Adidas Sport Shoe	46.0
297	Adolph Coors	1,651.2
419	Aero Mayflower Transit	483.4
435	Aetna Life & Casualty	408.0
355	AFL-CIO	957.1
486	Agway	196.6
386	Aladdin Industries	696.7
101	Alberto Culver	9,915.1
430	Albertsons*	428.2
330	Alleghany	1,191.7
382	Allied Van Lines	717.0
145	Aluminum Co. of America	5,619.9
487	AM International*	196.1
521	Amerace	100.2
336	American Airlines	1,130.1
173	American Bankers Assoc.	4,265.9
533	American Biltrite	68.8
206	American Brands	3,329.1
238	American Can	2,669.3
48	American Cyanamid	22,604.7
264	American Egg Board	2,093.3
61	American Express	18,675.1
227	American Gas Association	2,938.6
3	American Home Products	122,588.4
558	American Maize Products	21.9
67	American Motors	17,242.9
361	American Opt. Assn.*	906.2
341	American Safety Razor	1,089.0
21	AT&T	54,883.4
204	AMF	3,355.9
210	Amway	3,286.3
474	Anchor Hocking	232.2
277	Anderson Clayton	1,898.8
276	Anderson	1,900.6
17	Anheuser-Busch	63,044.1
517	Animal Fair*	108.1
387	Archway Cookies	681.0
500	Arctic Enterprises*	152.1
541	Arkansas Louisiana Gas	52.6

Length list. Thirty seconds remained the dominant commercial length in television in 1979, representing almost 84% of all spot and local TV activity and increasing slightly to 83.3%—up from 82.6% in 1978—of network commercials, according to a Television Bureau of Advertising report based on annual averages compiled by Broadcast Advertisers Reports.

Ten-second lengths account for 8.2% of spot and local commercials, up from 7.8%, and 60's represented 7.6%, up from 7.4%.

Piggybacks, which in spot and local measurements are counted as two 30-second commercials, were the second most popular form in network TV, representing 12.3% as compared with 12.6% in 1978. Sixties accounted for 2.8% of network commercials, down from 3.3% a year earlier and falling below 3% for the first time, while 10's still represented less than 1%.

TVB's report follows:

Non-network TV commercial activity by length of commercial

	10's	**20's**	**30's**	**P/B's**	**60's**[1]	**Total**[2]
1965	16.1%	13.3%	0.8%	5.1%	64.0%	100%
1966	15.6	12.7	0.8	8.8	61.5	100
1967	16.1	12.3	3.0	11.5	56.7	100
1968	14.0	10.6	16.0	11.8	47.2	100
1969	12.3	7.7	32.0	11.4	36.2	100
1970	11.8	4.5	48.1	9.0	26.5	100
1971	12.1	2.4	60.5	4.1	20.7	100
1972	11.6	1.2	67.4	1.8	17.8	100
1973	9.8	0.9	72.7	1.2	15.2	100
1974	8.9	0.6	77.0	0.8	12.6	100
1975	9.1	0.5	79.2	0.8	10.4	100
1976	8.1	0.5	82.2	0.9	8.3	100
1977	8.2	0.4	82.2	0.8	8.3	100
1978	7.8	0.2	83.8	*	7.4	100
1979	8.2	0.2	83.9	*	7.6	100

*Piggybacks are no longer shown separately but are counted as two 30's.

[1] 60's include commercials 60 seconds and longer.

[2] Total includes miscellaneous shorter lengths.

Network TV commercial activity by length of commercial

	10's	**30's**	**45's**	**P/B's**	**60's**	**Total***
1965	—	0.0%	—	23.3%	76.7%	100%
1966	—	0.0	—	31.5	68.5	100
1967	—	6.4	—	43.3	49.2	100
1968	—	7.9	—	50.4	40.1	100
1969	—	14.4	—	50.8	33.9	100
1970		25.1	—	47.2	27.0	100
1971	—	53.3	—	30.3	15.8	100
1972	—	67.6	—	21.9	10.3	100
1973	—	71.8	—	19.4	8.5	100
1974	—	75.4	—	17.5	6.8	100
1975	—	79.0	—	14.7	5.6	100
1976	—	80.2	—	13.3	5.8	100
1977	—	81.8	0.1	12.9	4.5	100
1978	0.5	82.6	0.7	12.6	3.3	100
1979	0.6	83.3	0.8	12.3	2.8	100

*Includes miscellaneous lengths

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports annual averages.

Bottom Line

On loan. T.A. Associates announced closing of $3.5-million financing for Sconnix Group Broadcasting Inc. Eight-year loan from National Bank of North America is at prime plus 2%, with 12% cap deferral. Proceeds financed acquisitions of WCMF-FM Rochester, N.Y., and WTMA(AM)-WPXI-FM, Charleston, S.C.

□

One disappointment. Selkirk Communications, Toronto, Canadian communications conglomerate with holdings in U.S. and Great Britain, reported profits of $9,909,034 on revenues of $80,986,667 with per-share earnings of $2.46 during 12 months that ended Dec. 31, 1979. That was up from profits of $7,701,075 on revenues of $64,832,456 with per-share earnings of $1.91 in preceding 12 months. Selkirk, though generally satisfied, expressed disappointment with performance of its Meeker Television, rep firm it acquired in late 1978 and which lost six station clients following ownership changes at outlets.

□

RCA salary sheet. RCA Chairman Edgar H. Griffiths was company's highest-salaried executive in 1979 with $428,750 in salary and bonus plus $135,303 in other benefits, according to proxy statement issued in anticipation of annual stockholders meeting May 6. Jane C. Pfeiffer, chairman of NBC, was second highest, with $291,667 salary and bonus plus $135,410 in other benefits. Maurice R. Valente, who became president and chief operating officer Jan. 1, looks to be second highest in 1980, with three-year contract at $400,000 annual salary and at least $200,000 annually in incentive awards (he also received options on 25,000 shares of RCA common at $24 each—it was trading at about 22¼ late last week—and is to receive makegoods for any awards forfeited by leaving ITT to take RCA job, and is to receive $400,000 if his RCA employment is terminated before Jan. 1, 1990, for any reason other than death). Executive Vice President Roy H. Pollack received $238,750 salary and bonus plus $96,221 in other benefits; Executive VP Julius Koppelman, $235,833 plus $92,615; Executive VP George Fuchs $210,000 plus $75,350, and Executive VP William C. Hittinger $203,750 plus $89,844. Walter S. Holmes Jr., chairman of RCA's new CIT Financial Corp. subsidiary, has new three-year contract at $400,000 annually.

449	Armstrong Rubber	317.3
383	Asahi Optical	710.6
242	Ashland Oil	2,576.4
485	Associated Film Distri.*	200.2
566	Athena*	13.0
178	Atlantic Richfield	4,063.8
368	Avco	829.9
77	Avon Products	14,814.1
326	Azrak-Hamway Intl.	1,244.7
316	Bache Halsey Stuart	1,435.3
339	Banana Bunch*	1,096.8
527	Bancal Tri-State*	87.2
134	Banfi Products	6,288.5
547	Bankers Life of Des Moines	37.9
410	Barclays Bank	499.7
484	Bassett Furniture	201.5
366	Bath Industries	839.3
396	Bausch & Lomb	557.5
146	Beatrice Foods	5,576.0
480	Beconta	217.8
34	Beecham Group	34,549.2
230	Beiersdorf	2,886.7
235	Bendix	2,705.3
165	Beneficial	4,817.5
369	Benjamin Moore	808.7
515	Berol	109.8
120	Bic Pen	7,792.5
362	Binney & Smith	985.2
102	Black & Decker	9,801.0
83	Block Drug	13,653.2
194	Blue Bell	3,626.2
514	Blue Cross	110.2
420	Boehringer Manheim*	482.1
271	Boeing	1,973.0
93	Borden	10,963.7
492	Borg Warner	183.6
372	Milton Bradley	775.1
5	Bristol Myers	116,974.4
469	Brown Group	249.6
144	Brown-Forman Distillers	5,646.4
483	Brunswick	206.7
481	Burmah Oil*	212.2
135	Cadbury Schweppes	6,188.4
457	Cadence*	292.6
476	Calif. Iceberg Lettuce Committee*	228.0
287	Calif.-Ore.-Wash. Dairyman Association	1,784.9
353	Calif. Raisin Advisory Board	984.2
55	Campbell Soup	21,088.7
505	Canandaigua*	142.6
548	Cannon Mills	33.3
142	Canon U S A	5,688.6
74	Carnation	14,959.4
535	Carter For President Committee	68.2
82	Carter Wallace	14,329.6
402	Carter William	534.4
523	Carters Ink	93.5
302	Castle & Cooke	1,607.4
152	CBS	5,334.9
445	Central Soya	344.8
214	Century 21*	3,214.2
184	Champion Spark Plug	3,804.9
321	Chanel	1,336.1
193	Chattem Drug & Chemical	3,634.6
38	Chesebrough Ponds	32,485.3
12	Chrysler	69,589.8
155	Chruch & Dwight	5,238.4
50	Ciba-Geigy	21,902.9
434	Clarion Corp. of America	409.4
559	Clarkson	20.7
28	Clorox	39,578.8
19	Coca Cola	58,482.3
512	Coit International	114.9
496	Coleco	159.5
506	Coleman	140.8
23	Colgate Palmolive	52,998.7
556	College Town*	24.2
537	Colonial Penn Group*	56.8
518	Colorforms	102.0
92	Columbia Pictures	11,427.1
136	Combe	6,069.1
171	Comerco	4,387.6
452	Concept*	305.2
524	Connally for President Committee	92.6
185	Conn. General Insurance	3,794.6
497	Conoco	156.6
32	Consolidated Foods	35,686.6
240	Continental	2,627.5
438	Conwood	405.1
421	Cooper	477.7
399	Copeland*	549.3
501	Copersucar	151.4
373	Cordura*	773.3
143	Corning Glass	5,647.9
117	Cosmair	8,297.8
250	Cotter & Co.	2,359.6
196	Cotton	3,570.6
60	CPC International	19,281.4
460	Craig	279.6
437	Creative Tools	405.2
403	Credit Union Natl. Assoc.	528.0
283	Crum & Forster	1,830.9
503	Crush International	148.0
169	Culbro	4,545.4
394	Cutter Labs	580.2
400	D & S Products	545.4
295	DCM Corp.	1,718.1
324	Dana*	1,282.7
192	Dart	3,635.0
286	De Beers	1,787.2
198	Dean Witter/Reynolds	3,491.7
552	Delaware Management Fund	30.0
525	Delta Airlines	89.2
482	Diet Centers*	207.7
104	Walt Disney Productions	9,676.1
443	Doric Foods*	364.4
109	Dow Chemical	8,963.2
401	Dow Jones	543.3
346	DPF	1,010.4
163	Dr Pepper	4,914.8
71	du Pont	15,762.5
181	Dunkin Donuts	3,938.6
530	Easco*	78.3
329	Eastern Air Lines	1,200.5
35	Eastman Kodak	34,065.9
335	Eaton	1,155.3
233	Ehrenreich Photo*	2,712.7
520	Electronic Realty Association	100.8
294	Emerson Electric	1,720.7
468	Emhart*	252.7
570	EMI	9.5
215	Employers Insurance of Wausau	3,214.1
370	Entex*	792.3
27	Esmark	40,389.1
555	Excel-Mineral*	25.0
170	Exxon	4,436.6
475	Faberge	231.0
237	Federal Express	2,679.0
348	Fidelity Electronics*	995.9
388	Fieldcrest Mills	666.0
360	Filmways	913.3
95	Firestone Tire & Rubber	10,741.8
447	Flambeau Products	330.3
195	C.B. Fleet	3,577.0
536	Fleet-Air*	62.5
97	Florida Citrus Commission	10,465.4
201	Florists Transworld Delivery Association	3,421.1
6	Ford Motor	97,016.0
432	Foremost-McKesson	417.9
412	Fort Howard Paper*	498.0
282	Fotomat	1,836.3
150	Fuji Industries	5,451.4
572	Fuji Photo Film*	6.9
318	GAF	1,413.0
313	Gallery of Homes	1,458.6
80	E & J Gallo	14,438.0
269	Garan	2,004.3
45	General Electric	24,862.6
2	General Foods	203,237.8
342	General Host	1,061.4
571	General Mail	9.2
8	General Mills	85,648.2
4	General Motors	117,313.7
479	General Signal	219.6
99	General Telephone & Electronics	10,284.1
183	General Tire & Rubber	3,865.4
174	Georgia Pacific	4,240.6
24	Gillette	52,673.0
300	Gold Seal Products	1,627.7
156	B.F. Goodrich	5,217.4
64	Goodyear Tire & Rubber	17,941.5
540	Goodys*	53.3
495	Golt	162.5

202	Great Water of France*	3,420.8
58	Greyhound	20,232.3
63	Gulf & Western	18,060.7
381	Gulf Oil	725.7
266	Haggar	2,047.3
85	Hallmark Cards	13,564.8
464	Harcourt Brace Jovanovich*	260.9
510	Hardwick Stove	129.8
189	Harlequin Enterprises	3,705.9
395	Hart Schaffner & Marx	574.3
160	Hartz Mountain	4,985.3
340	Hasbro	1,090.0
472	Hastings	247.2
398	Hearst	551.8
288	L.S. Heath & Sons	1,779.3
314	Heileman Brewing	1,450.6
44	Heinz	25,523.4
200	Helene Curtis	3,444.1
87	Hershey Foods	13,222.5
33	Heublein	35,025.9
303	Hickory Farms of Ohio	1,601.0
292	Hillenbrand	1,736.6
229	Hilton Hotels	2,902.7
312	Hobart	1,474.3
262	Hoechst Aktiengesellschaft	2,164.7
103	Holiday Inns	9,681.9
84	Honda Motor	13,648.6
428	Honeywell	435.0
551	H.P. Hood & Sons	30.0
255	Hoover	2,246.5
252	Hormel	2,302.7
543	Houghton Mifflin*	47.2
241	Household Finance	2,591.3
562	Hubbard*	18.0
568	Hurst	12.4
390	Husky Oil	627.1
259	E.F. Hutton	2,187.8
439	Hyatt*	399.9
284	Hygrade Food	1,810.4
123	IC Industries	7,539.1
455	Idaho Potato Commission	294.0
159	Ideal Toy	4,991.8
249	IFI International	2,384.9
417	Illfelder Toy	490.5
141	Inter Bank	5,698.1
448	Interco	319.7
65	IBM	17,726.9
337	International Harvester	1,112.6
223	International Nickel	3,040.7
298	International Spikes Inc.	1,649.8
70	ITT	16,851.4
490	Invicta Plastics*	192.2
408	J Osawa & Co.	510.2
129	Jaguar Rover Triumph	6,462.6
508	James Industries	138.7
554	Martin Jeffrey	27.4
491	Jel Sert	185.6
459	Jenos	281.7
279	Jerrico	1,876.0
9	Johnson & Johnson	83,736.1
62	S.C. Johnson	18,490.9
296	JVC America*	1,712.5
338	K-Tel International	1,099.7
334	Kawasaki Motor	1,156.2
115	Keebler	8,501.3
20	Kellogg	55,543.1
224	Kemper	2,992.2
349	Keyes Fiber	990.9
473	Walter Kidde	241.2
458	Kikkoman	282.0
456	Kimball*	293.0
91	Kimberly Clark	11,912.1
564	King-Size	14.2
345	Kiplinger	1,036.5
30	Kraftco	36,214.2
560	Krazy Glue	20.2
118	Kresge	8,087.7
569	Kristy Wells*	10.7
306	Kusan	1,568.2
507	L J M Products	140.5
451	La-Z-Boy Chair	306.7
246	Lanier Business Products	2,438.5
509	Larami*	130.7
299	Lee Pharmaceuticals	1,645.1
333	Lego Systems	1,160.3
413	Leisure Dynamics	496.4
331	Lennox	1,183.2
567	Leslie Fay*	13.0
11	Lever Bros.	71,709.1
467	Life Insurance Co. of Georgia*	256.4
100	Liggett Group	10,230.5
377	Lincoln National Life Insurance	748.2
139	Litton	5,815.0
267	Loctite	2,014.7
147	Loews	5,568.0
357	Lorentzen Levolor	943.8
358	Lowes*	937.2
351	J. Lyons & Co.	987.4
127	MCA	6,852.6
426	MJB	439.1
304	Magic Chef	1,598.1
107	P.R. Mallory	9,185.8
380	Mannington Mills	733.1
418	Maremont	486.9
43	Mars	26,557.6
563	Gloria Marshall*	16.8
280	Masco	1,856.5
378	Matex*	744.9
273	Matsushita	1,937.7
88	Mattel	12,631.6
98	Oscar Mayer	10,410.2
254	Maytag	2,274.5
281	E.J. McAleer	1,847.3
18	McDonalds	62,456.3
293	Mead Products	1,734.5
216	Mego	3,195.9
450	Melville	307.1
272	MEM	1,963.1
289	Memorex	1,778.9
90	Mennen	11,997.7
363	Mentholatum	872.1
319	Merle Norman Cosmetics*	1,348.0
128	Merrill Lynch	6,640.9
133	Metropolitan Life	6,371.0
176	Michelin Tire	4,169.5
37	Miles Laboratories	33,105.2
553*	Millers Outpost	29.1
528	Million Dollar Life Insurance	81.5
542	Miner Industries*	49.8
114	Minolta	8,526.0
416	Minwax	491.4
140	Mobil	5,711.2
301	Monroe Auto Equipment	1,622.9
239	Monsanto	2,633.5
371	Mony-Mutual of New York	785.1
40	Morton-Norwich	29,022.1
25	Nabisco	49,957.0
519	Natcon Chemical	101.1
462	National Airlines	270.0
344	National Association of Realtors*	1,042.6
231	National Automotive Parts Association	2,821.2
499	National Bakeries Services	152.3
132	National Bankamericard	6,411.1
244	National Fed/Coffee Growers/Colombia	2,509.8
212	National Grape Cooperative	3,239.5
422	National Gypsum	465.5
511	National Potato Advisory Board	118.0
317	National Presto Industries	1,435.0
226	National Star World News	2,951.5
260	National Union Electric	2,184.3
407	Nationwide Insurance	514.4
534	L.R. Nelson Corp.	68.2
26	Nestle	41,443.4
256	New York Life Insurance	2,244.8
466	State of New York	260.2
56	Nissan Motor	20,690.9
199	Nissin Foods USA	3,461.5
454	NL Industries	301.8
470	NLT*	248.6
78	North American Philips	14,792.2
197	North American Systems	3,552.5
493	Northern Natural Gas	180.2
137	Northwest Industries	5,964.4

325	Northwestern Mutual Life Insurance	1,268.9
52	Norton Simon	21,492.0
47	Noxell	24,693.2
236	Ocean Spray Cranberries	2,705.1
406	Olin	519.3
162	Olympia Brewing	4,962.5
433	Orange Bowl Committee	416.0
411	Owens Country Sausage	499.1
149	Owens-Corning Fiberglas	5,493.7
119	Pabst Brewing	7,965.5
405	Paine Webber Jackson & Curtis	521.4
234	Pan American World Airways	2,709.2
461	Parker Pen	275.3
53	J.C. Penney	21,365.5
154	Pennwalt	5,273.1
180	Pennzoil	4,029.1
347	Pentel	1,009.2
446	Penthouse International	335.4
10	Pepsico	72,302.7
385	Petersen	701.5
79	Pfizer	14,496.3
7	Philip Morris	86,445.4
116	Phillips Petroleum	8,307.4
539	Philmon & Hart Labs*	55.6
22	Pillsbury	53,396.4
211	Pioneer Electronic	3,261.3
222	Pittway	3,073.7
409	Pizza Inn	502.9
41	Polaroid	27,090.9
573	Polyglycoat	6.6
111	Ponder & Best	8,781.5
191	Ponderosa Systems*	3,677.3
545	Postal Instant Press*	41.2
423	PPG Industries	453.5
504	Pressman Toy	146.2
1	Procter & Gamble	289,609.8
105	Prudential Insurance	9,445.8
175	Publishers Clearinghouse	4,189.0
188	Purex	3,733.7
516	Qantel*	109.3
31	Quaker Oats	36,016.1
167	Quaker State	4,681.0
364	Questor	871.2
307	Rachengold-Werk*	1,567.6
13	Ralston Purina	69,062.9
247	Ramada Inns	2,433.6
208	Raytheon	3,303.5
51	RCA	21,875.2
315	Readers Digest	1,435.9
522	Reagan for President Committee	94.3
565	Relo Real Estate	13.5
305	Renfield Importers	1,586.3
42	Revlon	26,793.7
148	Reynolds Metals	5,544.2
72	R.J. Reynolds	15,352.7
29	Richardson Merrell	39,175.6
182	Rio Tinto-Zinc	3,938.2
425	A.H. Robins	447.7
221	Roman Meal	3,093.6
285	Rorer Group*	1,798.0
393	Ross Hall	589.8
158	Royal Crown Cola	5,146.0
263	Rubbermaid	2,157.5
253	Rust-Oleum	2,283.4
265	Ryder Systems	2,091.5
350	SCM	989.9
429	SSS	431.6
225	Safeco	2,977.7
549	Sakrete	33.2
122	Sambos	7,620.5
471	Sandoz-Wander	247.4
213	Vidal Sassoon	3,231.8
320	Savin Business Machines*	1,347.0
207	Savings & Loan Foundation	3,304.1
441	F. & M. Schaefer	376.2
36	Schering-Plough	33,891.4
177	Schieffelin*	4,117.4
39	Jos. Schlitz Brewing	31,428.9
440	Schwinn Bicycle	383.5
121	Scott Paper	7,788.6
328	Scott's Liquid Gold	1,240.4
397	Scovill	554.6
81	Seagrams	14,332.8
290	Sealy	1,771.1
203	Searle	3,362.7
14	Sears Roebuck	65,955.9
374	Selchow & Righter	768.2
268	Sentry Insurance	2,009.0
343	Serta	1,058.5
86	Shell Oil	13,417.1
205	Sherwin Williams	3,353.3
415	Shinsei of Tokyo*	491.5
291	Simmons	1,741.4
153	Singer	5,297.7
561	A.D. Smith	19.4
68	Smithkline	16,357.0
362	J.M. Smucker	882.6
502	Snelling & Snelling	149.5
375	Society of American Florists	766.6
112	Sony	8,634.6
94	Southland	10,835.1
414	Specialty Brands*	494.7
220	Sperry	3,094.1
526	Spindex	88.9
424	Spring Air	450.9
546	Springs Mills	40.9
59	Squibb	19,462.6
327	St. Regis Paper	1,244.0
311	A.E. Staley	1,502.7
532	Stanback*	72.0
124	Standard Brands	7,270.7
356	Standard Oil of Calif.	954.3
574	Standard Oil of Ind.	5.5
179	Stanley Works	4,040.0
538	Stanwood*	56.8
131	State Farm	6,418.0
16	Sterling Drug	63,330.9
465	Sterns Nursery	260.5
217	Stokely Van Camp	3,167.4
66	Levi Strauss	17,341.8
248	Stride Rite	2,410.6
209	Strom Brewery	3,289.3
478	Suffolk Marketing	223.0
531	Summit Organization*	77.9
257	Sun	2,213.6
218	Sunbeam	3,160.3
270	Suzuki Motor	1,977.4
172	Tampax	4,352.5
106	Tandy	9,390.3
488	Tappan	194.0
354	Teledyne	958.5
274	Tenneco	1,911.2
108	Texaco	8,983.8
187	Texas Instruments	3,771.3
168	Textron	4,549.8
489	TFI	193.3
151	Thompson Medical	5,346.0
157	Time	5,212.7
96	Timex	10,572.2
186	Tomy	3,775.5
389	Tonka	648.8
392	Tootsie Roll	603.5
275	Toro	1,909.6
379	Totes	736.8
73	Toyo Kogyo	14,982.8
54	Toyota	21,090.0
219	Trailway	3,127.1
436	Trans World	406.0
69	Transamerica	16,020.1
308	Travelers	1,532.4
376	Turtle Wax	765.6
444	Tyson Food*	359.0
513	U.S. Shoe	113.1
126	UAL	6,898.4
49	Union Carbide	22,403.2
442	Union Oil of Calif.	372.8
166	Uniroyal	4,802.3
332	United Aircraft	1,179.8
391	United Brands	609.6
529	United Gilsonite*	79.6
75	U.S. Armed Forces	14,948.1
261	U.S. Government	2,165.1
138	U.S. Tobacco	5,845.7
278	United Technologies	1,892.4
359	Unity Buying Service	918.6
323	Upjohn	1,286.0
309	VF	1,528.0
57	Volkswagen	20,496.6
322	Wang Laboratories	1,299.9
463	Ward Foods	268.5
76	Warner Communications	14,884.1
15	Warner-Lambert	63,692.9
494	Washington Post	177.5
498	Washington State Apple Commission	155.5
557	Webb Toy*	22.0
431	Weber-Stephen	421.8
161	Wella	4,981.1
110	Wendys	8,866.2
550	Western Airlines*	31.1
243	Westinghouse	2,543.2
258	Weyerhaeuser	2,203.5
404	WHAM-O	525.6
130	Whirlpool	6,451.4
367	White Consolidated	831.9
477	Wickes	226.5
427	Wienerschnitzel	437.6
190	Wine Imports of America	3,691.6
384	Witco Chemical	706.3
310	Wolverine	1,516.3
232	Woolworth	2,791.3
46	Wrigley	24,802.4
164	Xerox	4,863.9
365	Yamaha	864.1
245	W.F. Young	2,495.4
113	Zenith	8,526.9
453	Ziebart Process	303.3
89	Zoth Century Fox	12,386.7
251	3M	2,322.9

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

**Special temporary authorization*

***Includes off-air licenses*

C 1750-1

Setback for AM spectrum expansion: Region 2 defers decision on 9 khz

Broadcasting® Mar 24
The newsweekly of broadcasting and allied arts
Our 49th Year 1980

TONI TENNILLE.
NOT JUST ONE OF THE BOYS.
Vive la différence!
Available in 60 or 90-minute form.

Broadcasting Mar 24

The Week in Brief

TOP OF THE WEEK

DON'T MAKE A MOVE ☐ Kastenmeier asks the FCC to hold up on cable deregulation until the Copyright Royalty Tribunal reviews things as they are. **PAGE 25.**

SECOND AND 10 ☐ The U.S. makes no headway in its campaign to persuade western hemisphere nations to accept 9 khz. The decision is postponed until November 1981. **PAGE 25.**

ET TU, NAB? ☐ Official Washington continues to fret about the association's letter, to Buenos Aires delegations, asking delay of a 9 khz decision. **PAGE 26.**

RALLYING AROUND THE FTC ☐ ACT's Washington symposium on children's programing provides an opportunity for supporters of the beleagured trade commission to sound the bugle. **PAGE 28.**

JOURNALISM

FIRST SHALL BE FIRST ☐ The Williamsburg congress finds journalists, lawyers and others from the media re-emphasizing the need for broadcast equality, courtroom access and a program to educate the public to First Amendment rights. **PAGE 30.**

PROGRAMING

FALL PROSPECTS ☐ Agency and advertiser executives are afforded a Los Angeles preview of what the TV networks plan for fall. Opinions are tentative. **PAGE 36.**

CBS GETS SERIOUS ☐ It's part of a new programing strategy that Grant says will make the TV network's sitcoms more appealing to older demographics. **PAGE 36.**

COUNTRY RADIO IN '80 ☐ Ratings, taste and format were among the high points of the Nashville seminar. **PAGE 42.**

DOWN TO WIRE ☐ ABC-TV squeaks by to win the rating race in the week ended March 16. CBS-TV claims it was hurt by a live Carter telecast. **PAGE 50.**

BUSINESS

CHANGING TIMES ☐ B&B's Moore urges agencies to establish expertise in the new emerging media. The same AAAA meeting hears researcher Fitzgibbon say that advertising must adjust to changing social values. **PAGE 56.**

ARF CONCERNS ☐ The research association tackles the problem of the influence of new media and the escalating costs of all media **PAGE 57.**

TOPS IN SPOT ☐ TVB gives a rundown of the first 100 such advertisers whose total spending was $2.9 billion in 1979. **PAGE 59.**

MEDIA

UP TO DATE IN KANSAS CITY ☐ FCC Chairman Ferris briefs the National Public Radio Conference on possible benefits to it in an expanded AM band. He also suggests ways the public medium could acquire more money. **PAGE 60.**

KRON-TV'S STRIKE ☐ Chronicle Broadcasting Co.'s 235 employes who walked out face an eighth week on the picket line. One of three unions involved considers a compromise. **PAGE 62.**

LAW & REGULATION

BITTERNESS AND APPREHENSION ☐ The appeals court's support of the FCC in the Carter-Mondale "reasonable access" case leaves a bad taste in the mouth of attorneys and networks. It is seen as an invitation to more regulation of TV network practices. **PAGE 66.**

RKO'S ALTERNATIVE ☐ Faced with loss of its broadcast holdings, it asks the FCC to let it spin off properties to a completely independent company. **PAGE 67.**

TECHNOLOGY

A BOON TO PAY TV ☐ It could come indirectly through an FCC plan to allocate more spectrum to MDS. **PAGE 69.**

PROFILE

IN CAROLINA COACHING TRADITION ☐ John Johnson is proud of the stability of key players on Southern Broadcasting's team. But that spirit stems from the example he's given the organization he co-founded and has guided for 34 years. **PAGE 91.**

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Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Cohu	year 12/31/79	22,968,077	+20.7	1,176,733	+126.2	.70	19,024,989	520,081	.30
Columbia Pictures	6 mo. 12/29/79	296,975,000	+22.6	16,164,000	−10.5	1.64	242,085,000	18,060,000	1.86
Comtech	6 mo. 1/31/79	10,374,363	−3.59	−759,705	*	−.43	10,760,229	−18,002	−.01
Foote, Cone & Belding	year 12/31/79	137,427,000	+24.4	13,037,000	+56.5	4.99	110,444,000	8,333,000	3.24
Gross Telecasting	year 12/31/79	10,630,899	+ 3.6	2,720,316	+10.3	3.41	10,254,798	2,465,431	3.09
MCA	year 12/31/79	1,266,140,000	+13.0	178,888,000	+39.2	7.65	1,120,644,000	128,379,000	5.52
Post Corp.	year 12/31/79	70,674,000	+25.3	3,839,000	− 7.5	2.10	516,416,000	4,152,000	2.30
Rockwell International	3 mo. 12/31/79	1,559,000,000	+ 8.6	68,700,000	+ 6.2	1.88	1,434,500,000	64,700,000	1.83
Teleprompter	year 12/31/79	174,638,000	+19.2	**14,281,000	− 9.6	.84	146,447,000	15,796,000	93
Texscan Corp.	9 mo. 1/31/80	11,157,586	+46.8	419,153	+80.1	.40	7,596,110	232,845	30
J. Walter Thompson	year 12/31/79	285,227,000	+15.5	13,637,000	+11.5	4.51	229,662,000	14,891,000	4.43
Transamerica	year 12/31/79	4,044,647,000	+14.7	240,202,000	+14.6	3.66	3,526,529,000	209,705,000	3.15
Valtec	year 12/31/79	62,900,000	+154.5	3,569,000	+87.4	.86	40,700,000	1,904,000	.47
Varian Associates	3 mo. 12/28/79	133,870,000	+32.2	4,273,000	+160.8	.56	101,272,000	−6,873,000	−.93

*Percent too great to be meaningful.

**Reflects $9.4 million provision for settlement of Leeds vs. Teleprompter suit.

Tops in spot

Largest advertisers include 7 new to top 10; total spending rises to $2.9 billion in '79

A record-breaking number of national and regional spot TV advertiers, 2,627, invested almost $2.9 billion in 1979, up 11% over 1978, according to the Television Bureau of Advertising.

Based on Broadcast Advertisers Reports data, the compilation shows that 10,854 different brands were advertised during the year. Seven companies joined the annual spot TV top-100 list for the first time last year: Estee Lauder, $9 million; Hershey Foods, $9 million; General Cinema (Sunkist soft drink), $8 million; Asahi Optical, $7.1 million; Colonial Penn Group, $7.1 million; Suffolk Marketing (records), $6.7 million, and Beecham Group, $6.4 million.

Advertising categories showing substantial gains were horticulture, up 55% to $22.9 million; apparel, footware and accessories, up 50% to $58.2 million; jewelry, optical goods and cameras, up 34% to $45.1 million; publishing and media, up 31% to $79.6 million, and beer and wine, up 29% to $113.7 million.

Nighttime—7:30-11 p.m.—got the largest share of spot billings, $856,204,800 or 29.7%, according to TVB. Early evening (5-7:30 p.m.) came in second with $754,258,000 or 26.2%. Daytime (sign-on to 5 p.m.) was third with $701,052,500 or 24.3% and late night (11 p.m. to sign-off) accounted for the rest, $569,782,600 or 19.8%.

Spot TV's top 100

1.	Procter & Gamble	$173,760,200
2.	General Foods	88,014,200
3.	General Mills	56,022,000
4.	PepsiCo.	46,897,700
5.	Coca-Cola	46,699,600
6.	American Home Products	42,464,800
7.	AT&T	41,416,100
8.	Lever Bros.	40,402,900
9.	Time	37,082,500
10.	Ford Motor	30,919,700
11.	ITT	30,891,000
12.	General Motors	29,904,700
13.	A.H. Robins	29,321,000
14.	Kraftco	28,087,500
15.	Colgate Palmolive	27,900,300
16.	Nestle	27,886,500
17.	William Wrigley Jr.	26,069,900
18.	Toyota Motor Distributors	25,539,100
19.	Milton Bradley	25,052,100
20.	Mars	24,666,800
21.	Bristol-Myers	23,647,400
22.	Kellogg	21,680,100
23.	Warner-Lambert	20,034,000
24.	Revlon	19,293,100
25.	Norton Simon	18,017,200
26.	Triangle Publications	17,465,700
27.	American Motors	17,265,100
28.	Philip Morris	16,767,400
29.	Consolidated Foods	16,715,800
30.	Scott Paper	16,474,200
31.	Gillette	16,222,500
32.	CPC International	15,528,200
33.	Jos. Schlitz	15,291,100
34.	Pillsbury	14,648,900
35.	Beatrice Foods	14,488,000
36.	Esmark	14,438,700
37.	Chrysler	13,953,600
38.	Mattel	13,940,800
39.	Nabisco	13,832,500
40.	Hasbro	13,670,200
41.	Anheuser-Busch	13,154,800
42.	Quaker Oats	12,861,100
43.	Mego International	12,422,600
44.	Adolph Coors	12,378,700
45.	Nissan Motor	12,243,300
46.	Ralston Purina	11,943,400
47.	Richardson Merrell	11,682,200
48.	American Dairy	11,579,200
49.	K-Tel International	11,479,900
50.	CBS	11,411,200
51.	Alberto Culver	11,237,100
52.	American Cyanamid	10,994,800
53.	G. Heileman Brewing	10,797,200
54.	Ronco Teleproducts	10,709,100
55.	Pabst Brewing	10,382,200
56.	Trans World	10,271,100
57.	American Express	10,190,300
58.	Royal Crown Cola	9,636,500
59.	American Airlines	9,399,100
60.	Volkswagen	9,380,600
61.	Standard Brands	9,179,800
62.	General Electric	9,124,500
63.	Estee Lauder	9,058,100
64.	Hershey Foods	9,036,900
65.	North American Philips	8,980,600
66.	Ideal Toy	8,945,900
67.	Campbell Soup	8,769,400
68.	UAL	8,742,800
69.	Standard Oil of Indiana	8,727,200
70.	Ford Auto Dealers	8,710,700
71.	Cadbury Schweppes U.S.A	8,589,200
72.	Toyota Auto Dealers	8,561,500
73.	Toro Manufacturing	8,485,700
74.	Seiko Time	8,340,900
75.	Schering-Plough	8,291,300
76.	Squibb	8,142,500
77.	H.J. Heinz	8,120,700
78.	General Cinema	8,012,600
79.	Faberge	7,987,300
80.	American Can	7,840,300
81.	Borden	7,677,600
82.	Morton-Norwich Products	7,677,300
83.	Olympia Brewing	7,634,300
84.	Stroh Brewery	7,589,500
85.	F&M Schaefer	7,303,400
86.	Chesebrough Ponds	7,251,100
87.	Dr Pepper	7,144,000
88.	Asahi Optical	7,118,800
89.	Colonial Penn Group	7,116,100
90.	R.J. Reynolds	6,923,900
91.	Oldsmobile Auto Dealers	6,699,300
92.	Suffolk Marketing	6,652,700
93.	Mobil	6,617,200
94.	IFI International	6,603,400
95.	Dodge Auto Dealers	6,578,100
96.	H&R Block	6,407,700
97.	Beecham Group	6,361,300
98.	Tomy	6,322,800
99.	Chevrolet Auto Dealers	6,274,100
100.	Walshe American	6,221,500

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FCC tabulations as of Jan. 31, 1980

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Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

**Special temporary authorization*

***Includes off-air licenses*

Special Report: Homesteading the future for cable

Broadcasting Mar 31

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

- C 1750-1 U recd 4/17/80 -

Sold in 29 markets.

Viacom Features VII

The highest rated movie group released this season:

21.5 average rating!

36% average share!

Twenty big hits!

Viacom

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Source: NTI. Network premiere telecasts. Audience estimates are subject to qualifications available on request.

Broadcasting Mar 31

The Week in Brief

TOP OF THE WEEK

BOOBY TRAPS ☐ There is added impetus for radio deregulation in the 25,000 comments offered to the FCC. But some suggestions, such as one from Justice on renewal hearing criteria, could be explosive for broadcasters. **PAGE 25.**

WAIT TIL NEXT YEAR ☐ The gloom caused by the failure to vote on 9 khz in Buenos Aires begins to dispel. Lee expects other countries' studies will support the U.S. position for short-spacing and assure favorable action at the November 1981 session. **PAGE 28.**

GOOD NEIGHBORS ☐ U.S. and Canadian communications officials agree to establish liaison between governments to avoid future conflicts and to resolve existing ones. **PAGE 29.**

FIVE-STAR REPORT ☐ Air Time has money problems; there's alarm over AM stereo; Times Mirror gets its big deal; Eller teams with Charter; foreign cable ownership passes muster. **PAGE 30.**

SPECIAL REPORT

THAR'S GOLD IN THOSE CITIES ☐ The clamor for cable television franchises in the major metropolitan areas has become a demanding roar, as improved technology and programing add luster to the wired medium. The rush to strike it rich has attracted competitors from home and abroad. Here's a look at their organizational strategies and hopes plus input from representatives of five major MSO's. **PAGE 35.**

TALE OF TWO CITIES ☐ Pittsburgh and Minneapolis offer two case histories of the labyrinthine process that besets cable winners and losers. **PAGE 48.**

FROM NEW YORK TO NASHVILLE ☐ A market-by-market status report on cable franchising in the first 30 cities. **PAGE 52.**

BUSINESS

GET READY ☐ A Ted Bates executive advises advertisers to prepare for defection of young adults from TV networks to cable and pay services. **PAGE 58.**

LOOKING TO 1990 ☐ Studies by Wells, Rich, Greene see network TV holding its own, despite some erosion from new video technologies. **PAGE 58.**

RECOMMENDED ☐ A Bear, Stearn & Co. analyst expects a profitable year for advertising agencies, especially six major publicly owned companies. **PAGE 60.**

LAW & REGULATION

CRITIC AT LARGE ☐ Van Deerlin berates broadcasters and particularly the NAB for tactics he says are self-serving. At same deregulation conference, FCC's Ferris restates his advocacy of common carrier legislation. **PAGE 66.**

FTC HANGS ON ☐ Congress votes just enough funds to carry the trade commission to the end of April. **PAGE 67.**

MEDIA

TWO WEEKS TO VEGAS ☐ The NAB expects a record 20,000 turnout for four days of workshops, speakers, exhibits and entertainment. **PAGE 73.**

PROGRAMING

CBS-TV'S CHALLENGE ☐ The network's prime-time win for the week ended March 23 brings it within a tenth of a rating point of season's front-runner, ABC-TV. **PAGE 76.**

TECHNOLOGY

THE LATEST STARTER ☐ DiscoVision and Japan's U.S. Pioneer will team to market an optical videodisk player for consumer use. **PAGE 80.**

JOURNALISM

TRANSITION ☐ ABC-TV formally starts its late-night *Nightline* by absorbing the nightly Iranian report series already in that slot. **PAGE 81.**

PROFILE

MINING BELOW THE TOP 100 ☐ Avery-Knodel has carved a successful niche for itself as the sales specialist for TV stations in medium and small markets. Much of it is the handiwork of Bob Kizer, president and chief operating officer. **PAGE 105.**

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Green light for AM stereo

NAB!

Rundown on February sweeps

Broadcasting Apr 14

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

C 1950-1 U

rec'd 4/17/80

WE SCOOP ALL OF THE BIG NAMES THAT BLOW IN FROM THE COAST. That's because we offer viewers our exclusive GulfScan 2 Radar system that links us to every Weather Bureau radar station on the Gulf, plus our sophisticated SuperScan 2 Color Radar. Which is why, when it comes to tracking bad weather, we're good to the last drop. **KPRC TV HOUSTON**

Petry Television, Inc., National Representatives, NBC Affiliate.

Broadcasting Apr14

The Week in Brief

TOP OF THE WEEK

THE NOD FOR AM STEREO ☐ The FCC chooses the Magnavox system from among five competing manufacturers. Kahn says it will petition the commission; others plan to wait and see. **PAGE 27.**

THE FEBRUARY SWEEPS ☐ ABC-TV takes prime-time honors in the top-100 markets for the fifth straight time. However, CBS-TV and NBC-TV gain on a market-by-market basis. **PAGE 32.**

NAB ☐ 80

NAB 80 ☐ The focus of the broadcasting world is on the Las Vegas convention this week, but the eyes of NAB President Wasilewski and his staffers are on some tricky issues that will be batted their way. In a pre-convention interview they tell why they are confident of their fielding ability. **PAGE 36.** Here's a final rundown of the Las Vegas agenda and another look at the hospitality suites. **PAGE 40.**

AT LARGE

THE FERRIS YEARS ☐ In 30 months as FCC chairman, Charles Ferris has turned the commission almost completely around. In this Q-and-A session with BROADCASTING editors, he explains the principal changes, sketches a portrait of his regulatory posture, and offers an inkling as to what's ahead. **PAGE 58.**

MEDIA

ROSE GARDEN RANCOR ☐ Carter opponents continue to complain about Carter use of White House announcements and events that they claim are designed to make campaign points. A Kennedy committee tries another tactic at the FCC to win comparable exposure for the Massachusetts senator. **PAGE 80.**

JOURNALISM

'60 MINUTES' AT THE FRONT ☐ Dan Rather and a CBS-TV crew sneak across the Afghan border for a dramatic episode. **PAGE 84.**

BUSINESS

SLOWDOWN ☐ ABC expects its earnings to decline in 1980. The general economic outlook, higher programing costs and deferred profitably of its new video and movie ventures are cited. **PAGF 90.**

LAW & REGULATION

REVAMP HOPES DIM ☐ Though an FCC common-carrier decision removed one impediment to the Communications Act revision, the consensus is that legislation will bog down until the first of the year. **PAGE 95.**

TECHNOLOGY

THE OUTLOOK FOR DBS ☐ A Washington conference looks at the economic, regulatory and economic issues surrounding direct broadcast satellite communications. **PAGE 122.**

PROGRAMING

ABC BY A TAD ☐ The network pulls ahead in the year-to-date ratings race by one-tenth of a point. **PAGE 130.**

'THE USA NETWORK' ☐ That's the name of the merged cable effort of Madison Square Garden and U-A Columbia. **PAGE 130.**

MIP ☐ 80

TV'S GLOBAL MARKETPLACE ☐ The 16th annual MIP gets under way Friday in Cannes with American firms among the 3,000 buyers and sellers expected for a week of bargaining. **PAGE 138.** How other countries assess the American shows. **PAGE 144.**

PROFILE

DISCIPLE OF DISCIPLINE ☐ Tom Bolger's first eight months as chairman of the NAB joint board have produced changes both within and outside the association. It's phase one of the Wisconsin broadcaster's plan to create and execute an orderly plan of action. **PAGE 181.**

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Washington Watch 115

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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that is for Congress to decide, and "Congress doesn't need a recommendation from me."

■ "I would very much like to see in any [Communications Act rewrite] legislation" authority given to the commission "not to regulate. We do not have absolutely clear-cut power . . . not to regulate."

Ferris, who according to more than one broadcaster has exhibited a coolness to members of the industry, said he has "enjoyed" his contacts with broadcasters and wishes he had time to know more of them. He also expressed the wish broadcasters knew him better. "I think they suffer as well in learning about me in other than a personal relationship, through filters."

Has the chairman "burned out" on the job? Far from it, he told BROADCASTING. With the time-consuming work of staff recruitment behind him, and highly satisfied with his crew, Ferris said he would be able to "focus even more on the real policy issues."

Credit squeeze begins to hit media trading

Fed's policy against acquisitions forces borrowers and lenders into "creative" financing; taking back paper is one method becoming popular; cable new builds, however, are finding money available

"The market's changed more in the last month than in the last four years." That's how financing specialist David Croll of Boston's T.A. Associates describes the current credit situation in the broadcast and cable industries.

Everyone who has heard a news report lately know that interest rates have gone through what used to be considered the ceiling, with New York bankers said to be getting worried about that state's criminal usury (loansharking) laws. But broadcasting is one field where it's tough getting bank money even if a borrower is willing to fork over 25% interest.

First National Bank of Boston is one institution that's been active in the past in lending to broadcasters for acquisitions. "And we will be," says Barry Allen, vice president, corporate communications, looking to the future. However, he notes that for the time being, First Boston "can't be involved in acquisitions" because of Federal Reserve pressure.

The Fed's pressure is also cited by First National Bank of Chicago's Stan Stroup, explaining that "it has to be a problem situation" for his bank to consider acquisition financing.

There are no Federal Reserve regulations that specifically prohibit acquisition loans. What's being felt by banks, after some delay, is the effect of jawboning by Fed Chairman Paul Volcker that goes back to an Oct. 6 speech. Volcker at that time was expressing his hope of curtailing what were perceived as "unproductive" merger trends; his "suggestions" went largely unheeded—until, that is, the Fed got tough with its latest round of credit restrictions, and adopted a more Sampson-like method of wielding a jawbone. The key word here is "unproductive"; as far as the Fed is concerned, acquisitions don't create new jobs or new business.

Conversely, banks aren't getting any specific pressure to stop loans for cable systems construction; building a system is "productive."

Banks aren't the only well that's running dry right now. Insurance companies had become increasingly active in communications lending. Indeed, principal cable MSO's like United Cable and TCI recently had arranged substantial long-term financing from insurers at favorable rates. This source of funds has now all but disappeared—but for a different reason than in the case of bank loans. What funds the insurers had available for 1980 have been locked up by policy holders, who are taking advantage of loan clauses in their policies to arrange for low-cost financing.

This isn't to say that there is no money out there for financing. There are banks writing acquisition loans, although for smaller, less visible, purchases that aren't likely to bring down the wrath of the Fed.

Still, with interest rates so high, lenders are increasingly resorting to what various sources call "creative" or "innovative" financing arrangements. "Cap and deferral loans," which media broker Dick Shaheen says he hasn't seen before in media deals, are now making their appearance. Here, a lender ties the interest rate on a financing package to the prime rate, usually two or three points above it. But it's also assumed that broadcasting properties can't finance a 22% or higher interest rate. The compromise is to allow the interest to "float" at prime plus two but set up a payment schedule at a fixed yearly interest (the cap), say 13%, that the property's cash flow can handle. The difference is deferred to the end of the loan, or if the prime-plus factor should drop below the cap, the borrower receives a corresponding credit.

Banks can be found that will make such deals, according to R.C. Crisler & Co. broker Clyde Haehnle. Putting together a $1.5-million purchase two weeks ago, Haehnle says, he called three banks and found two that were willing to make arrangements, although at prime plus two.

Interest rates that steep are themselves having a stultifying effect, and one dramatic change that's been seen in recent weeks is the sudden willingness of sellers of broadcast properties to "take back paper" on the deal, effectively lending money to the seller. According to brokers, the interest rates for such financing are dropping as low as 10%. Broker Ted Hepburn says that new-found largess reflects a desire on the sellers' part to maintain, at least on paper, the price of the property.

Other sources of funding certainly exist. Dave Croll, for example, says T. A. Associates has $30 million in SBIC funds available for loans to "entrepreneurs." Firstmark Financial Corp.'s Bill Van Huss claims his company is now "aggressively seeking acquisition loans; they'd be our preference."

According to Van Huss, the kinds of package Firstmark is assembling are eight-year term loans for broadcast properties, 12-year for cable, with floating interest rates tied to the prime rate.

Those interest rates act as a "natural selective process," Van Huss says. "It has to be a darned good project to make it viable to borrow at these rates."

How February swept the top 100 TV markets

ABC won for the fifth time in a row, but both CBS and NBC gained on market-by-market basis

ABC-TV last week claimed its fifth straight prime-time victory in February local sweep measurements, while NBC-TV and CBS-TV claimed far more market-by-market gains.

ABC calculations based on Arbitron Television reports for the top 100 markets showed that ABC on average delivered 21% more households than CBS and 26% more than NBC, and that in the 97 top-100 markets where all three networks have primary affiliates, ABC placed first in more than CBS and NBC together—58 first-place markets for ABC to 25 for CBS and 16 for NBC (figures include ties).

In share of network audience in the top 100 markets, ABC came in with 38.2%, CBS with 31.5% and NBC with 30.3%.

Despite these winning statistics, ABC affiliates more often than not delivered fewer homes this year, on average, than in February 1979. (ABC spokesmen said this resulted in part from the 1979 period's having been a record-breaker, giving affiliates this year a harder target to shoot at.) NBC and CBS affiliates, on the other hand, gained much more frequently than they lost.

Thus ABC affiliates delivered more homes than a year ago in 31 markets, fewer homes in 60 markets and the same number of homes in seven markets. At the other extreme, NBC affiliates showed gains in 85 markets and losses in 15 (none unchanged), and CBS affiliates were up in 67, down in 25 and unchanged in five.

Three-network prime-time homes delivery in the 100 markets was up about 2.7% from a year earlier, totaling 39,043,000 on average. ABC's average was 14,933,000 homes, off 3.7%, while CBS's was 12,296,000, up 4.6%, and NBC's was 11,814,000, up 9.7%.

ABC's 38.2% share of the prime-time

network audience dropped below last year's record 41%. CBS at 31.5% was slightly ahead of its 31% last year, and NBC at 30.3% was up from 28% a year ago.

ABC affiliates took first place in 14 of the top 15 markets and in 26 of the top 30. Over-all, along with its 58 first-place markets, ABC had 21 second-place finishes and 17 third places. CBS with its 25 firsts also had 38 seconds and 33 thirds, while NBC's 16 firsts were followed by 37 seconds and 43 thirds.

ABC noted improvements in markets where it has acquired new affiliates since February 1979. KSTP-TV Minneapolis-St. Paul was pegged with a 57% increase in average household delivery since its switch from NBC to ABC. Similarly, WRTV(TV) Indianapolis was said to be up 30% and WDTN(TV) Dayton, Ohio, up 35%.

In one of those markets, however—Indianapolis—ABC's own homes delivery was down from a year ago by 9%, instead of up, and NBC's was up, by 10%, instead of down. In another switched market, Knoxville, Tenn., where WATE-TV moved from NBC to ABC, WATE-TV's own homes delivery declined 3.6% but still represented a 76% improvement for ABC.

The top 100 market results:

Here's how affiliates fared in prime time in each of the top 100 markets in Arbitron Television's February sweep measurements, as compiled by ABC researchers from Arbitron reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers represent percentage of change in the household figures as compared with Arbitron's February 1979 sweep. ABC researchers said the household figures are Arbitron's "pure" network averages for entertainment programing from 7:30 to 11 p.m. NYT Monday through Saturday and from 7 to 11 p.m. Sundays, excluding all access or other local programing presented during those hours. The sweep period was Jan. 30 through Feb. 26. Boldface numbers indicate the top network in each market.

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
1 New York	**1466**	-9	1116	7	1092	8
2 Los Angeles	**617**	-10	557	11	619	11
3 Chicago	**614**	-15	497	5	522	23
4 Philadelphia	**678**	2	409	-2	369	NC
5 San Francisco	**409**	14	242	-2	148	-1
6 Boston	**473**	19	287	-6	276	-6
7 Detroit	**401**	-8	320	10	323	16
8 Washington	**286**	-9	258	7	233	-1
9 Cleveland	**371**	4	237	-4	235	-2
10 Dallas-Fort Worth	**273**	-11	252	9	216	19
11 Pittsburgh	**323**	-3	242	NC	186	10
12 Houston	**247**	-1	224	22	204	19
*13 Minneapolis-St. Paul	**236**	14	180	-1	149	-1
14 St. Louis	211	-9	**214**	18	186	12
15 Miami	**212**	NC	185	-6	155	5
16 Atlanta	180	-9	189	4	**202**	25
17 Seattle-Tacoma	**218**	3	106	-8	140	4
18 Tampa-St. Petersburg, Fla.	160	19	**188**	1	153	2
19 Baltimore	**235**	2	175	-1	151	-6
20 Hartford-New Haven, Conn.	**224**	7	170	-11	73	11
21 Denver	**192**	6	124	-5	140	18
*22 Indianapolis	**171**	-9	146	10	145	10
23 Stockton-Sacramento, Calif.	**164**	9	111	7	133	17
24 Portland, Ore.	**156**	7	107	-9	102	3
25 San Diego	**157**	10	101	10	72	-5
26 Milwaukee	**157**	3	129	18	127	12
27 Kansas City, Mo.	**171**	-5	141	17	128	20
28 Cincinnati	**161**	8	135	3	128	11
29 Buffalo, N.Y.	**149**	NC	117	NC	96	8
30 Nashville	101	-19	**156**	22	143	22
31 Phoenix	**127**	7	99	1	98	17
32 Charlotte, N.C.	123	-3	**152**	7	51	16
33 Memphis	97	-17	**130**	2	109	27
34 New Orleans	109	-22	**133**	2	97	10
35 Columbus, Ohio	**138**	-12	134	10	109	21
36 Asheville, N.C.-Greenville-Spartanburg, S.C.	100	-17	119	19	**120**	10
37 Grand Rapids-Battle Creek-Kalamazoo, Mich.	**126**	-3	89	3	90	5
38 Providence, R.I.	**144**	2	77	NC	129	15
39 Oklahoma City	**98**	-16	92	8	**98**	-6
40 Orlando-Daytona Beach, Fla.	**114**	-10	89	-1	91	5
41 Huntington-Charleston, W. Va.	82	-22	96	16	**142**	23
41 Raleigh-Durham, N.C.	100	-15	**111**	9	32	68
43 Louisville, Ky.	88	-10	104	1	108	9
*44 Dayton, Ohio	104	7	**128**	19	64	-17
45 Harrisburg, Pa.	**91**	10	44	-6	98	4
46 Norfolk-Portsmouth-Newport News-Hampton, Va.	98	-13	**100**	9	81	19
47 Salt Lake City	**104**	-5	85	5	94	34
48 Albany-Schenectady-Troy, N.Y.	**141**	32	91	1	94	-10
49 Birmingham, Ala.	**142**	-12	48	7	100	19
50 Scranton-Wilkes Barre, Pa.	**123**	-3	69	10	91	1
51 San Antonio, Tex.	**103**	-5	96	5	86	23
52 Flint-Saginaw-Bay City, Mich.	**122**	-6	47	15	105	28
53 Greensboro-Winston Salem-High Point, N.C.	**95**	-19	94	7	87	1
54 Wichita-Hutchinson, Kan.	**85**	NC	78	3	84	11
55 Little Rock, Ark.	**98**	-11	85	13	90	14
56 Toledo, Ohio	**89**	NC	89	9	89	13
57 Tulsa, Okla.	**101**	-6	77	7	63	13
58 Shreveport, La.-Texarkana, Tex.	75	-18	**92**	1	65	25
59 Knoxville, Tenn.	79	76	**99**	6	44	-46
60 Mobile, Ala.-Pensacola, Fla.	73	-9	**100**	12	61	7
61 Lynchburg-Roanoke, Va.	50	-6	**87**	2	67	20
62 Des Moines, Iowa	70	-14	**77**	5	70	27
63 Syracuse, N.Y.	**93**	12	68	-18	78	-1
64 Richmond, Va.	80	-4	**95**	12	66	6
65 Omaha	**98**	-11	67	-7	79	13
66 Jacksonville, Fla.	47	-15	**82**	NC	71	18
67 Green Bay, Wis.	**90**	-7	60	2	78	16
68 Rochester, N.Y.	**99**	18	57	-10	51	-9
69 Fresno, Calif.	**58**	NC	50	11	54	17
70 Davenport, Iowa-Rock Island-Moline, Ill.	**72**	-4	59	4	69	13
71 Chattanooga	56	-22	60	3	**70**	23
72 Springfield-Decatur-Champaign, Ill.	67	18	64	-3	**68**	5
73 Spokane, Wash.	67	3	46	-4	**92**	4
74 Portland-Poland Spring, Me.	**67**	8	43	-2	58	23
75 Albuquerque, N.M.	**76**	NC	49	7	54	32
76 Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	40	-15	**81**	8	70	13
*77 West Palm Beach, Fla.	47	2	—	—	50	11
78 Johnstown-Altoona, Pa.	—	—	66	12	**91**	5
79 Cedar Rapids-Waterloo, Iowa	**63**	-13	50	-4	62	17
80 Jackson, Miss.	31	-21	54	2	**61**	7
81 Youngstown, Ohio	**60**	-2	57	-8	49	2
82 South Bend-Elkhart, Ind.	58	-9	57	21	**59**	28
83 Springfield, Mo.	27	-4	65	7	**73**	18
84 Kingsport-Johnson City, Tenn.-Bristol, Va.	30	-14	61	-2	**80**	29
85 Lincoln-Hastings-Kearney, Neb.	39	-13	**61**	13	17	6
*86 Springfield, Mass.	**76**	3	—	—	46	-2
87 Peoria, Ill.	**54**	-10	45	7	51	24
88 Evansville, Ind.	**59**	-22	39	NC	45	25
89 Lexington, Ky.	42	-26	**60**	11	57	30
90 Tucson, Ariz.	**52**	11	34	-6	40	5
*91 Lansing, Mich.	—	—	**58**	12	44	7
92 Baton Rouge	65	-13	**66**	25	32	10
93 Fargo-Valley City, N.D.	39	-9	37	3	**42**	2
94 Fort Wayne, Ind.	52	2	**46**	18	37	23
95 Mitchell-Sioux Falls, S.D.	21	-13	**62**	NC	45	13
96 Huntsville-Decatur-Florence, Ala.	50	-12	**60**	9	43	10
97 Columbia, S.C.	31	NC	27	13	**70**	13
98 Burlington, Vt.-Plattsburgh, N.Y.	27	17	**50**	-4	30	11
99 Austin, Tex.	42	-9	**52**	6	29	16
*100 Waco-Temple, Tex.	**56**	-3	—	—	40	11

ABC suffers earnings drop

Network attributes decrease in per-share profits to higher programing costs and new video and movie divisions

The future isn't as bright as it seemed. That was the word from ABC last Tuesday, looking down the 1980 earnings path. Recalling mentions of entertainment and news programing costs it has made in the last several weeks (BROADCASTING, Feb. 25 and April 7), as well as its observations on the deferred profitability of new ventures including Video Enterprises and motion picture divisions, the company said: "We now believe these factors and the increased uncertainty in the over-all economy will result in a decline in full-year earnings per share from the record $5.67 we reported in 1979." Previously, ABC had said costs "could moderate profit growth in 1980."

While ABC's hints about cost pressures had not gone unnoticed on Wall Street, this latest admission of an anticipated profit downturn came as something of a surprise to many; the past statements were not generally considered to have suggested so severe an impact. Among those not taken aback was Bache, Halsey, Stuart Shields's Anthony M. Hoffman, who recommended selling ABC stock some months ago. He theorizes that ABC's rating dominance had been tied to hard-to-replace "superhits" that are now destined to disappear because featured performers won't be renewing contracts. Consequently, ABC will be caught in a competitive squeeze. Hoffman voices what now seems to be emerging as a consensus on Wall Street: Tuesday's announcement reflects a decision by ABC to commit the funds it thinks necessary for a programing battle.

Dennis Leibowitz of Donaldson, Lufkin & Jenrette, another analyst who's been revising downward his view of ABC's prospects, thinks ABC faced a difficult enough time trying to maintain earnings. In that situation, opting to spend money on programing to maintain its competitive position, even if that would negatively affect earnings, would seem a likely scenario.

ABC's stock fell only 5/8 on Tuesday to 28 3/8, which Cyrus J. Lawrence analyst Howard Turetsky points out reflected two principal factors. First, the stock had already dropped sharply. It was at $38 in January. Second, there was already concern over cost questions. Turetsky is betting that ABC shares will bottom out somewhere in the mid-$20's.

ABC, of course, is not operating in a vacuum as far as programing costs and their impact are concerned. CBS, in fact, has already stated that it expects an earnings decline in the first quarter of this year following last year's first-quarter disaster (BROADCASTING, March 3). And that, too, was tied to the heavy costs of programing in the current competitive atmosphere.

Bottom Line

Cable money. Storer Broadcasting Co. has registered with Securities and Exchange Commission proposed public offering of two million common shares. Action follows Miami Beach-based company's authorization to its executive board last winter to implement issuance. Chairman Bill Michaels said then that move was in accordance with company's planned expansion in cable television ("Bottom Line," Feb. 25). Proposed offering, subject to stockholders' approval at April 29 annual meeting, will be made through underwriters by Lehman Brothers Kuhn Loeb Inc. Storer has 10,369,000 shares outstanding.

❐

Expansion. Warner Bros. submitted winning $35-million bid for 12.9-acre Samuel Goldwyn Studios in Hollywood last week, beating out number of other bidders including Samuel Goldwyn Jr., who offered $30 million. Warner intends to use facility as television production center, modernized for videotape production, for itself as well as independent producers. Name of facility will be changed. Warner Bros. is currently housed at The Burbank Studios, which it shares with Columbia Pictures, and will continue to maintain its primary offices there.

❐

The difference. "Sharply lower earnings" and dividend reduction were announced by Providence, R.I.-based Outlet Co. It was not fault of broadcasting operations, which posted earnings gain of 1.6% to $17 million in fiscal year ended Jan. 31. Company's net earnings dropped 60% from $10 million to $4 million. "Poor performance" of Outlet's three retail division was blamed. Retailing earnings plummeted from $11.4 million to $1.8 million. Revenues for whole company were up $6 million to $307 million. Earnings per share dipped to $1.25 from $3.68. Directors trimmed quarterly dividend to 15 cents from 25 cents "to conserve cash."

❐

Where the money goes. Research and development expenses totaled $27.8 million over last five years for Warner/Amex Cable, though 1979's $7.6 million was down $3.4 million from 1978. As noted in Warner's Communications' 1979 annual report, money primarily funded Qube development. Cable company's spending on plant additions totaled $89.3 million over five-year period, including $31.3 million last year. Net income for Warner/Amex (50% owned by American Express) rebounded to $4.5 million from $2.4 million in 1978. Revenues were up to $81.3 million from $66.3 million.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton Corp.	year 12/31/79	$132,265,000	+24.7	$4,090,000	-16.3	1.40	$105,988,000	$4,883,000	1.37
Cablecom-General	year 11/30/79	37,384,122	+11.1	4,971,271	+ 7.1	1.93	33,641,693	4,610,227	1.79
Comcast Corp.	year 12/31/79	21,810,532	+34.8	2,168,277	+26.9	.85	16,180,812	1,709,155	.69
Doyle Dane Bernbach	year 12/31/79	104,475,000	+17.4	9,009,000	+18.3	3.40	88,907,000	7,618,000	2.87
General Tire & Rubber	3 mo 2/29	513,329,000	- 0.7	-11,254,000	-190.1	-.48	516,871,000	12,491,000	.52
Heritage Communications	year 12/31/79	14,980,122	+135.9	6,519,749	+ 2.7	2.69	6,348,257	-274,729	-.51
McGraw-Hill	year 12/31/79	879,886,000	+15.6	76,897,000	+20.8	3.10	761,201,000	63,661,000	2.57
New York Times Co.	year 12/31/79	653,112,000	+33.1	36,408,000	+134.1	3.06	490,642,000	15,550,000	1.32
A.C. Nielsen Co.	6 mo 2/29	230,320,000	+22.8	12,502,000	+ 0.4	1.14	187,544,000	12,451,000	1.13
RCA	year 12/31/79	7,454,600,000	+12.9	283,800,000	+ 1.9	3.72	6,600,600,000	278,400,000	3.65
Sony Corp.	3 mo 1/31	898,631,000	+47.6	79,057,000	+342.6	.37	608,668,000	17,862,000	.08

(BPH-790322AD). Action Mar. 24.

- WKKY(FM) Moss Point, Miss.—Granted CP to change ant. sys.; ERP 1.3 kw, ant. height 205 ft; condition (BPH-800114AR). Action Mar. 21.
- KEZH(FM) Hastings, Neb.—Granted CP to increase ant. height; install new ant.; make changes in ant. sys.; ERP 3 kw; ant. height 260 ft.; condition (BPH-790511AA). Action Mar. 7.
- *WCDB(FM) Albany, N.Y.—Granted CP to change TL; change SL remote control; change ant. sys. (BPED-791228BR). Action Mar. 12.
- WBAG-FM Burlington-Graham, N.C.—Granted CP to increase ERP to 50 kw; ant. height 230 ft. (BPH-790723AD). Action Mar. 20.
- WLXN(FM) Lexington, N.C.—Granted CP to increase ERP to 50 kw; ant. height 195 ft. (BPY-790723AC). Action Mar. 20.
- WOKV(FM) Hamilton, Ohio—Granted request for waiver of Section 72.1201 of rules to identify as Hamilton-Cincinnati. Action Mar. 12.
- WRWR-FM Port Clinton, Ohio—Granted CP to redescribe TL to 2104 State Rd., Port Clinton; ERP 30 kw, ant. height 170 ft. and make changes in ant. sys.; condition (BPH-79086AY). Action Mar. 25.
- KOKF(FM) Edmond, Okla.—Granted mod. of CP to change ERP to 3 kw (BMPED-791227BG). Action Mar. 7.
- KLOO-FM Corvallis, Ore.—Granted CP to increase ERP 100 kw, ant. height 1250 ft.; change TL to North Summit of Vineyard Hill, Corvallis, and make changes in ant. sys. (BPY-790613AA). Action Mar. 25.
- WLAN-FM Lancaster, Pa.—Granted CP to change TL; make changes in ant. sys.; ERP 50 kw; ant. height 500 ft. (BPH-790716AD). Action Mar. 20.
- *WCSD(FM) Warminster, Pa.—Granted CP to change TL & SL; make changes in ant.; ERP .2 kw; ant. height 88 ft. condition (BPED-791009AN). Action Mar. 14.
- WNFM(FM) Dayton, Tenn.—Granted CP to change TL to 1 mile S. of intersection of Old Highway 30 and Ogden Rd., NW Dayton; ERP 0.650 kw, ant. height 660 ft., and make changes in ant. sys. (BPY-790612AD). Action Mar. 26.
- WBYQ(FM) Hendersonville, Tenn.—Granted CP to make changes in ant. sys.; change type ant.; ERP 1.5 kw; ant. height 430 ft. (BPH-791016AI). Action Feb. 29.
- KOOV(FM) Copperas Cove, Tex.—Granted CP to decrease ERP to 1.45 kw; increase ant. height to 420 ft. (BPY-800103AF). Action Mar. 19.
- KNUS(FM) Dallas, Tex.—Granted mod. of CP to change ERP 98 kw; 100 kw, ant. height 1590 ft. (BMPH-800102AZ). Action Mar. 13.
- KUHF(FM) Houston, Tex.—Granted mod. of CP to make changes; ERP 100 kw; ant. height 970 ft. (BMPED-1433). Action Mar. 7.
- WFFV(FM) Front Royal, Va.—Granted CP to change SL remote control (BPH-800109AK). Action Mar. 12.
- WJMA-FM Orange, Va.—Granted CP for changes; ERP 2.7 kw; ant. height 320 feet (BPH-791231CL). Action Mar. 12.
- WSPL(FM) La Crosse, Wis.—Granted CP to change TL to County Road 18, 1.5 miles SE of Hokah; reduce ant. height to 410 ft.; increase ERP to 1.7 kw (BPY-791231CM). Action Mar. 19.

TV actions

- WRHT(TV) Ann Arbor, Mich.—Granted request to install STV equipment; condition (BSTCT-790920KF). Action Feb. 27.
- WRBV(TV) Vineland, N.J.—Granted mod. of CP to change ERP 1320 KW; maxerp 3800 kw; ant. height 920 ft.; TL Church Ave., N. of Chew Rd., Waterford Works, N.J.; SL Brown Road & Delsea Dr., Vineland,; change type ant. (BMPCT-800110KF). Action Mar. 21.

In Contest

Procedural rulings

- Caulksville and Paris both Arkansas—**FM Proceeding** Designated for hearing in consolidated proceeding the mutually exclusive applications of Broadcast Enterprises, Inc. for CP for new FM station on 95.3 mhz at Caulksville, Ark., and Logan County Broadcasting for same frequency at Paris, Ark., respectively to determine areas and populations which would receive primary service (1.0 mV/m or greater in case of FM) from proposals and availability of other primary service to such areas and populations; Logan's ascertainment efforts; which proposal would provide fair, efficient, and equitable distribution of radio service; which, on comparative basis, best serves public interest; and which should be granted (BC Doc. 80-140-41; BPH-10922, BPH-780831AL). Action Mar. 28.
- Willows, Calif. **FM Proceeding**—Designated for hearing in consolidated proceeding mutually exclusive applications of OMPC Wireless Broadcast Co. and Willows Broadcasting Co. for a new FM station on 105.5 mhz at Willows, to determine whether good cause exists for Willows to locate its main studio outside proposed community of license, whether Willows is financially qualified to construct and operate proposed station, which proposal, on comparative basis, better serves public interest, and which application should be granted. Granted petition by OMPC for leave to amend and accepted for filing corresponding amendment (BC Doc. 80-138-39; BPH-10,563, BPH-10,995). Action Mar. 28.

Allocations

Applications

- Sacramento, Calif.—Shamrock Broadcasting Co. requests amendment TV Table of Assignments to assign ch. 29 and delete ch. 15 at Sacramento (RM 3626). Ann. Mar. 31.
- Visalia, Calif.—Russell Schwamb requests amendment FM Table of Assignments to assign ch. 246 to Visalia (RM 3620). Ann. Mar. 31.
- Indianapolis, Ind.—Twin Forks, Inc. requests amendment FM Table of Assignments to reassign ch. 276A from Versailles, Ind. to Brookville, Ind. (RM 3619) Ann. Mar. 31.
- WOC-TV Davenport, Iowa—Palmer Communications requests amendment TV Table of Assignments to assign ch. 15 to Orlando, Fla. and substitute ch. *46 for ch. *15 at New Smyrna Beach, Fla. (RM 3622) Ann. Mar. 31.
- Hayes Center, Neb.—Jerrell E. Kautz requests amendment FM Table of Assignments to assign ch. 295 to McCook, Neb. (RM 3621) Ann. Mar. 31.
- KRVN-AM-FM Lexington, Neb.—Requests amendment FM Table of Assignments to assign ch. 271 to Alliance, Neb., and substitute ch. 290 for ch. 221A at Alliance (RM 3623). Ann. Mar. 31.
- KNEN(AM) Norfolk, Neb.—Requests amendment FM Table of Assignments to assign ch. 253 to Hays, Kans. (RM 3627). Ann. Mar. 31.
- Hertford, N.C.—Perquimans County Broadcasters requests amendment FM Table of assignments to assign ch. 272A to Hertford (RM 3614). Ann. Mar. 31.
- Madill, Okla.—Grayson Collegiate Communications requests amendment FM Table of Assignments to assign ch. 272A in lieu of 285A at Madill, and assign 285A to Denison, Tex. (RM 3612). Ann. Mar. 31.
- Redmond, Ore.—Peregrine Broadcasting Co.—requests amendment FM Table of Assignments to assign ch. 243 to Madras, Ore. (RM 3611). Ann. Mar. 31.
- Blairsville, Pa.—Ada L. Otie, et. al. request amendment FM Table of Assignments to assign ch. 292A to Blairsville (RM 3615). Ann. Mar. 31.
- Andrews, S.C.—Andrews Broadcasting Co. requests amendment FM Table of Assignments to assign ch. 265A to Andrews (RM 3616). Ann. Mar. 31.
- Winnsboro Mills, S.C.—Ridge Broadcasting Co. requests amendment FM Table of Assignments by assigning Ch. 221A to Winnsboro Mills, and substituting ch. 237A for ch. 221A at Batesburg, S.C. (RM 3613). Ann. Mar. 31.
- Salt Lake City, Utah—Kathy Wamsley requests amendment FM Table of Assignments to assign ch. 300 to Roy/Clearfield, Utah (RM 3617). Ann. Mar. 31.

Actions

- Fayette and Port Gibson, Miss.—In response to two separate petitions, one by Donald G. Manuel proposing assignment of 97.7 mhz to Port Gibson, and one by Fayette Broadcasters proposing same ch. for Fayette, Miss., assigned 97.7 mhz to Fayette as its first FM assignment, effective May 12 (BC Doc. 79-326). Action Mar. 25.
- Bernalillo, N.M.—In response to petition by RFC Partners, assigned 101.7 mhz to Bernalillo, as its first FM assignment, effective May 12 (BC Doc. 79-325). Action Mar. 25.

Summary of Broadcasting

FCC tabulations as of Feb. 29, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4.536	3	28	4.567	93	4.651
Commercial FM	3.143	2	23	3.168	175	3.343
Educational FM	1.016	0	19	1.035	94	1.129
Total Radio	8.695	5	70	8.770	362	9.123
Commercial TV						
VHF	514	1	2	517	9	526
UHF	223	0	6	229	64	293
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	991	4	18	1.013	83	1.096
FM Translators	292	0	0	292	152	444
TV Translators						
UHF	1.259	0	0	1.259	390	1.649
UHF	2.511	0	0	2.511	165	2.676
Total TV						

*Special temporary authorization

**Includes off-air licenses

Cable

- The following cable service registrations have been filed:
- Suffolk Cable Corp. for North Braddock and Swissvale, both Pennsylvania (PA0511,12) add signal.
- Teleview Cable Service for Fort Eustis AFB, Va. (VA0216) add signal.
- Jackson County Cable Systems Corp. for Independence, Mo. (MO0108) add signal.
- Eufaula Cable TV for Eufaula, Ala. (AL0074) add signal.
- Delta Video Inc. for Risco and Parma, both Missouri (MO0142,3) add signal.
- San Augustine Cable TV Inc. for San Augustine, Tex. (TX0117) add signal.
- Sammons Communications Inc. for Live Oak, Fla. (FL0066) add signal.
- Storer Cable TV of Florida Inc. for Miramar,

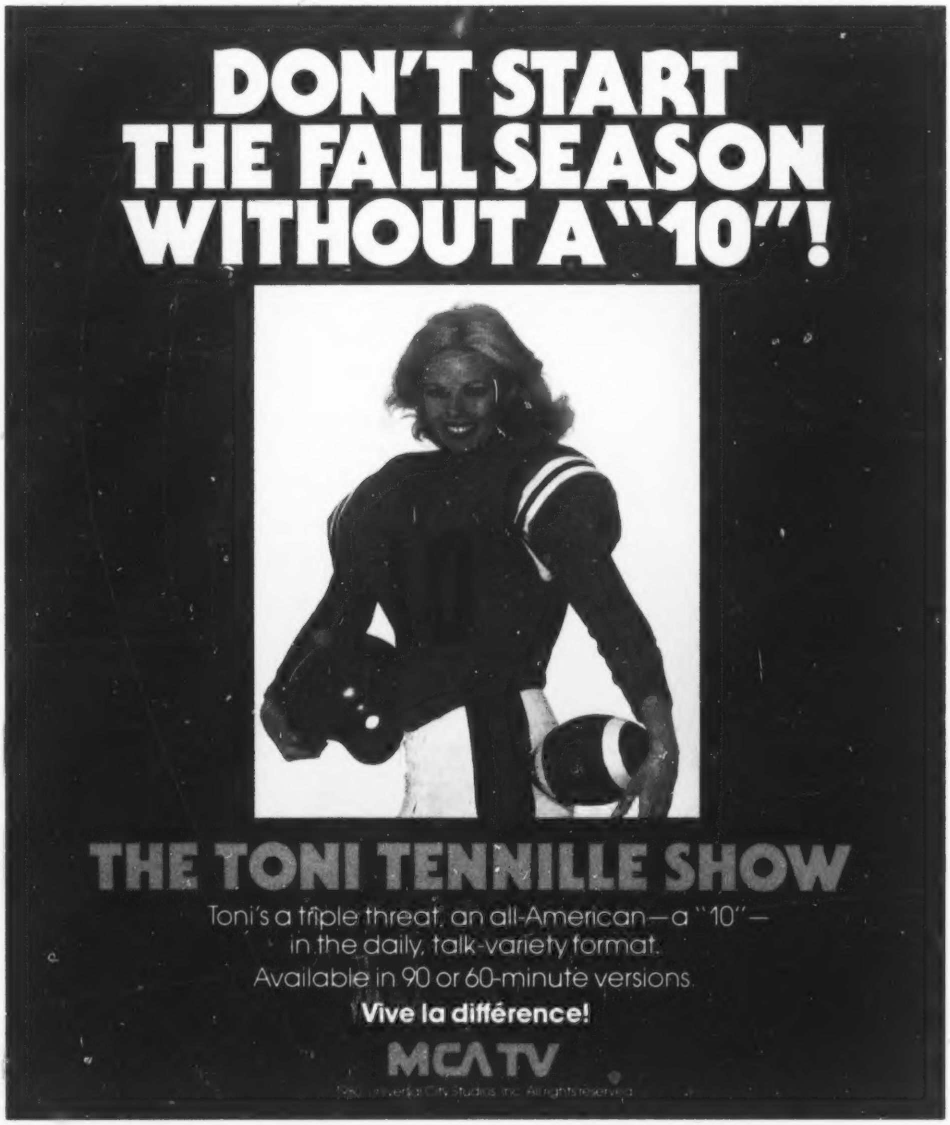
C 1950-1 D

CBS turns it around ☐ Getty's grand design for pay cable ☐ Post-NAB special on technology

Broadcasting Apr 28

The newsweekly of broadcasting and allied arts

Our 49th Year 1980



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Broadcasting Apr28

The Week in Brief

TOP OF THE WEEK

COX-GE COMING UNGLUED ☐ Cox says it wants out of the $480-million merger, that all the conditions appear impossible to satisfy. GE contends Cox sought "inordinate" increase in selling price. **PAGE 21.**

GIANT JOLTS PAY CABLE ☐ Getty Oil and four major Hollywood studios plan a joint satellite venture to deliver movies. The shock waves prompt current pay-cable leaders to assert antitrust violations. **PAGE 22.**

WINNER: CBS-TV ☐ The network becomes the prime-time champ for the season, edging ABC-TV by one-tenth of a point. **PAGE 24.**

PENNSYLVANIA POLKA ☐ Carter and Kennedy continue their orchestrated steps in that state's primary with sidekicks at each other. Bush bets a budget there and becomes more issue-oriented. **PAGE 26.**

SPECIAL REPORT

NAB'S EQUIPMENT MARKETPLACE ☐ A total of 408 exhibitors gave this year's Las Vegas show the biggest numbers ever. No major attractions monopolized the buyers' attentions, but the refinements in current hardware were most noteworthy. **PAGE 28.**

WHICH WAY FOR TECHNOLOGY? ☐ Six experts in broadcast engineering review the state of their art as an aftermath to the NAB convention. They discuss where technology stands, where it will be, how its development could be better expedited. **PAGE 34.**

LAW & REGULATION

COURTROOM ACCESS CHALLENGE ☐ The Supreme Court agrees to review a case in Florida in which it is claimed cameras violated rights of the defendants. **PAGE 52.**

RENEWAL CRITERIA ☐ The Swift bill to keep the FCC from considering crossownership factors at relicensing time is supported in part by broadcasters, opposed by public interest groups. **PAGE 53.**

COMSAT RESTRUCTURE ☐ The FCC proposes a split operation to increase telecommunications competition among international common carriers. **PAGE 54.**

BLAMING THE LAWYER ☐ The loser in a bid to supplant WFAA-TV Dallas bases its appeal on its former attorney's "misrepresentation." **PAGE 56.**

MEDIA

PBS'S MONEY PLAN ☐ Member stations will get a rundown in June on Grossman's strategy to generate more revenues from other sources. **PAGE 58.**

BREAKTHROUGH IN DELAWARE ☐ An FCC judge's grant of a channel-38 application for Seaford gives the state its first commercial TV station. **PAGE 59.**

STRIKING BACK ☐ Optical Systems, disenfranchised as a pay supplier in Flint, Mich., charges the cable system there and HBO conspired against it. **PAGE 59.**

BUSINESS

BIG SPENDERS ☐ TVB lists the top-100 television advertisers in 1979. P&G's $463 million keeps it at the top. The total for all network and spot buying exceeds $7.5 billion. **PAGE 62.**

DIP AT ABC ☐ First-quarter profits are 4.7% under its income in last year's comparable period. Growing program costs are cited. **PAGE 62.**

JOURNALISM

TALLAHASSEE TIFF ☐ The Florida public network, which runs the system in the state legislature, slams the door on commercial broadcasters seeking TV access. **PAGE 64.**

PROGRAMING

BOXSCORE FROM CANNES ☐ Upwards of 3,000 attend MIP with as much as $50 million spent for TV programing. **PAGE 65.** The foreign buyers are not excited about U.S. offerings. **PAGE 70.**

PROFILE

THE MUELLER METHOD ☐ When Storer Broadcasting committed itself fully to the race for cable television franchises, it handed the baton to Arno Mueller. As president of the Cable Division, he has maintained a steady pace that has kept Storer in the front of the field. **PAGE 97.**

Bottom Line	63	Datebook	16	Intermedia	59	Playback	72
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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Business

TV ad spending up 13% in 1979

Procter & Gamble again heads annual TVB list of top 100 spenders with $463 million

Television advertising had a banner year in 1979 on the network, national spot and local levels, according to the Television Bureau of Advertising.

Based on computations prepared by Broadcast Advertisers Reports, TVB said that all television advertisers in 1979 (network and spot) spent $7,578,651,100, up 13.1% from $6,698,014,000 in 1978. Similarly, in 1979 local retail television grew by about 12% to $2,132,425,000 from $1,864,196,000 in 1978.

Television's top-100 list included five newcomers in 1979: Ciba-Geigy Corp., $25,021,500; Levi Strauss & Co., $22,969,000; Columbia Pictures Industries, $21,079,800; Century 21 Inc., $18,603,400 and 20th Century-Fox Films Corp., $18,342,700.

Procter & Gamble continued in its roles as TV's largest advertiser in 1979, alloting $463,370,000 in network and spot TV, up 10% over 1978. Other leading advertisers included General Foods, $296,694,100, up 20%; American Home Products, $165,053,200, up 10%; General Mills, $156,847,200, up 16%, and General Motors, $147,218,400, up 11%.

ABC net down in first quarter

Program development, Iran coverage and late-night news all contribute to earnings drop

ABC, which earlier announced that profits would be off for 1980, last week said its first-quarter earnings showed a 4.7% downturn from the year-earlier quarter's net income of $25.5 million, dropping to $24.3 million. Earnings per share fell from 91 cents to 86 cents for the comparable three-month periods.

The blame was laid on "increased program costs, development of our late-night

What it all added up to in 1979

	Total	Spot	Network
1. Procter & Gamble	$463,370,000	$173,760,200	$289,609,800
2. General Foods	296,694,100	93,456,300	203,237,800
3. American Home Products	165,053,200	42,464,800	122,588,400
4. General Mills	156,847,200	71,199,000	85,648,200
5. General Motors	147,218,400	29,904,700	117,313,700
6. Bristol Myers	140,621,800	23,647,400	116,974,400
7. McDonald	137,790,600	75,334,300	62,456,300
8. PepsiCo	130,179,700	57,877,000	72,302,700
9. Ford Motor	127,935,700	30,919,700	97,016,000
10. Lever Brothers	112,112,000	40,402,900	71,709,100
11. Coca Cola	105,181,900	46,699,600	58,482,300
12. Philip Morris	103,212,800	16,767,400	86,445,400
13. AT&T	97,828,600	42,945,200	54,883,400
14. Pillsbury	93,004,100	39,607,700	53,396,400
15. Ralston Purina	88,785,800	19,722,900	69,062,900
16. Johnson & Johnson	88,616,500	4,880,400	83,736,100
17. Warner-Lambert	83,726,900	20,034,000	63,692,900
18. Chrysler	83,612,500	14,022,700	69,589,800
19. Sears, Roebuck	83,008,800	17,052,900	65,955,900
20. Colgate Palmolive	81,350,800	28,352,100	52,998,700
21. Anheuser-Busch	78,816,200	15,772,100	63,044,100
22. Kellogg	77,223,200	21,680,100	55,543,100
23. Nestle	69,368,300	27,924,900	41,443,400
24. Sterling Drug	69,037,400	5,706,500	63,330,900
25. Gillette	68,895,500	16,222,500	52,673,000
26. Kraftco	64,301,700	28,087,500	36,214,200
27. Nabisco	63,789,500	13,832,500	49,957,000
28. Heublein	55,808,700	20,782,800	35,025,900
29. Esmark	54,827,800	14,438,700	40,389,100
30. Consolidated Foods	53,803,400	18,116,800	35,686,600
31. Mars	51,224,400	24,666,800	26,557,600
32. Wrigley	50,872,300	26,069,900	24,802,400
33. Richardson Merrell	50,857,800	11,682,200	39,175,600
34. Quaker Oats	48,927,400	12,911,300	36,016,100
35. ITT	47,211,600	31,360,200	15,851,400
36. Schlitz	46,720,000	15,291,100	31,428,900
37. Toyota	46,629,100	25,539,100	21,090,000
38. Revlon	46,086,800	19,293,100	26,793,700
39. Time	43,602,500	38,389,800	5,212,700
40. Mobil	42,598,400	36,887,200	5,711,200
41. Clorox	42,284,900	2,706,100	39,578,800
42. Schering-Plough	42,182,700	8,291,100	33,891,400
43. Beecham Group	40,910,500	6,361,300	34,549,200
44. Cheesbrough Ponds	39,736,400	7,251,100	32,485,300
45. Norton Simon	39,658,900	18,166,900	21,492,000
46. Gulf & Western	38,524,000	20,463,300	18,060,700
47. J. C. Penney	38,292,900	16,927,400	21,365,500
48. Miles Labs	38,264,600	5,159,400	33,105,200
49. Eastman Kodak	37,479,400	3,413,500	34,065,900
50. Morton-Norwich	36,699,400	7,677,300	29,022,100
51. H.J. Heinz	35,130,500	9,607,100	25,523,400
52. General Electric	35,027,000	10,164,400	24,862,600
53. CPC International	34,809,600	15,528,200	19,281,400
54. American Motors	34,508,000	17,265,100	17,242,900
55. American Cyanamid	33,599,500	10,994,800	22,604,700
56. Nissan Motor	32,934,200	12,243,300	20,690,900
67. Mattel	32,360,300	19,728,700	12,631,600
58. Polaroid	29,992,700	2,901,800	27,090,900
59. Campbell Soup	29,943,000	8,854,300	21,088,700
60. Volkswagen	29,877,200	9,380,600	20,496,600
61. A. H. Robins	29,768,700	29,321,000	447,700
62. American Express	28,866,800	10,191,700	18,675,100
63. Noxell	28,788,900	4,095,700	24,693,200
64. RCA	28,240,600	6,365,400	21,875,200
65. Warner Communications	27,946,800	13,062,700	14,884,100
66. Squibb	27,605,100	8,142,500	19,462,600
67. Milton Bradley	25,827,200	25,052,100	775,100
68. Greyhound	25,726,300	5,494,000	20,232,300
*69. Ciba-Geigy	25,021,500	3,118,600	21,902,900
70. Transamerica	24,491,100	8,471,000	16,020,100
71. Union Carbide	24,446,200	2,043,000	22,403,200
72. Kresge	24,369,300	16,281,600	8,087,700
73. Royal Crown Cola	24,278,900	19,132,900	5,146,000
74. Scott Paper	24,262,800	16,474,200	7,788,600
75. North American Philips	23,772,800	8,980,600	14,792,200
76. Hershey Foods	23,731,200	10,508,700	13,222,500
*77. Levi Strauss	22,969,900	5,628,100	17,341,800
78. S.C. Johnson	22,655,200	4,164,300	18,490,900
79. R. J. Reynolds	22,276,600	6,923,900	15,352,700
80. Alberto Culver	21,152,200	11,237,100	9,915,100
*81. Columbia Pictures	21,079,800	9,652,700	11,427,100
82. Toyo Kogyo	20,776,900	5,794,100	14,982,800
83. Goodyear Tire & Rubber	20,412,600	2,471,100	17,941,500
84. MCA	20,239,800	13,387,200	6,852,600
85. Smithkline	20,238,800	3,881,800	16,357,000
86. Beatrice Foods	20,064,000	14,488,000	5,576,000
87. Wendy's	19,700,400	10,834,200	8,866,200
88. Seagrams	19,653,300	5,320,500	14,332,800
89. Carnation	19,488,600	4,529,200	14,959,400
90. Block Drug	18,649,600	4,996,400	13,653,200
91. Borden	18,641,300	7,677,600	10,963,700
92. IBM	18,628,400	901,500	17,726,900
*93. Century 21	18,603,400	15,389,200	3,214,200
94. Federated Department Stores	18,600,600	18,600,600	–
95. duPont	18,498,400	2,735,900	15,762,500
96. Pabst	18,347,700	10,382,200	7,965,500
*97. 20th Century Fox	18,342,700	5,956,000	12,386,700
98. CBS	18,205,000	12,870,100	5,334,900
99. Safeway Stores	17,853,900	17,853,900	–
100. Triangle Publications	17,465,700	17,465,700	–
Total	5,528,658,100	1,926,669,200	3,601,988,900

*New to the Top 100 in 1979

- Hawkeye Cablesystems Inc. for Ankeny, Clive and Des Moines, all Iowa (IA0035, 9, 6) add signal.
- Valley Cable TV for Wilmot and Rosholt, both South Dakota (SD0048, 9) new system.
- Omegavision Inc. for Newland, N.C. (NC0225) new system.
- Apache Cable Television Inc. for Apache, Okla. (OK0192) new system.
- Jefferson County Cable Vision for New Market, Strawberry Plains, Piedmont, Talbott and West Hamblin, all Tennessee (TN0168-72) new system.
- Hatfield Cable TV Service Inc. for Hatfield, Ark. (AR0185) new system.
- Northern Indiana CATV Associates et al for Highland, Ind. (IN0221) new system.
- Southland Communications of Palmetto Inc. for North Manatee and Putnam, both Florida (FL0484, 3) new system.
- Green Country Cable of Glenpool for Glenpool, Sapulpa and Jenks, all Oklahoma (OK0193-5) new system.
- GRB Communications Inc. for Corinth, Hickory Creek and Lake Dallas, all Texas (TX0608-10) new system.
- Castlerock Cablevision for Necedah, Wis. (WI0217) new system.
- Universal Video Communications for Springhill, La. (LA0180) new system.
- Orange County Cable Communications Co. for Aegean Hills, San Juan Capistrano, San Clemente, Capistrano Beach, Camp Pendleton and Tustin, all California (CA0192, 367, 193, 652, 56, 194) add signal.
- TM Cablevision of Riverside County Corp. for Murrieta, Hot Spring and Sunnymead, both California (CA0583, 182) add signal.
- Central Iowa Cablevision Associates et al for Newton and Indianola, both Iowa (IA0105, 036) new system.
- Centex Cablevision Corp. for Munday, Tex. (TX0036) add signal.
- Springfield TV Cable System for Springfield, Colo. (CO0016) add signal.
- Evergreen Special CATV Fund for Evergreen and Kittredge, both Colorado (CO0023, 6) add signal.
- Jones Intercable Cable TV Fund for Lusk, Wyo. (WY0092) add signal.
- Hawkeye Cablevision Inc. for Urbandale, West Des Moines and Windsor Heights, all Iowa (IA0032, 41, 37) add signal.
- Central Iowa Cablevision Associates et al for Ames, Iowa (IA0080) add signal.
- Jones Intercable Cable TV Fund for Wheatland, Wyo. (WY0026) add signal.
- Centennial Communications Corp. for Hartford City and Fairmount, both Indiana (IN0026, 207) add signal.

Satellites

- There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth station applications

- American Satellite Corp.—Carlstadt, N.J. (10 m; E2066).
- American Satellite Corp.—Chicago (10 m; E2067).
- Jenkins Television Co.—Jenkins, Ky. (5 m; Comtech; E2047).
- Mid-Coast Cable Television Inc.—Sweeny, Tex. (6 m; Harris; E2046).
- Beaver Cable TV Systems—Beaver, Okla. (5 m; Weather Scan; E2039).
- United Utilities Inc.—Savoonga, Alaska (4.5 m; E2048).
- United Utilities Inc.—Pilot Station, Alaska (4.5 m; E2049).
- United Utilities Inc.—Kotlik, Alaska (4.5 m; E2050).
- Warner Amex Cable Communications Inc.—Lancaster, N.H. (5 m; S-A; E2051).
- Southwest Cablevision Inc.—Hondo, Tex. (4.6 m; S-A; E2052).
- United Utilities, Inc.—Gambell, Alaska (4.5 m; E2053).
- United Utilities Inc.—Kipnuk, Alaska (4.5 m; E2054).
- United Utilities Inc.—Toksook Bay, Alaska (4.5 m; E2055).
- United Utilities Inc.—Mountain Village, Alaska (4.5 m; E2056).
- United Utilities Inc.—Tanunak, Alaska (4.5 m; E2057).
- Metrovision, Inc.—Redford Township, Mich. (5 m; S-A; E2058).
- Coppell Cablevision Inc.—Coppell, Tex. (5 m; Ft. Worth Tower; E2059).
- Microdyne Corp.—Ocala, Fla. (5 m; AFC; E2060).
- Valley TV Cable Co.—Athens Township, Pa. (6.1 m; Harris; E2061).

Call Letters

Applications

Call	*Sought by*
	New FM's
KOZN	Richard E. Green, Imperial, Calif.
*WBSU	State Univ. of New York, Brockport, N.Y.
*KTBT	Tafoya Broadcasting Co., Taylor, Tex.
*KYSC	Yakima School Dist. No. 7, Yakima, Wash.
	New TV
WFLX	Malrite of Florida Inc., West Palm Beach, Fla.
	Existing AM's
WGAM	WTRS Dunellon, Fla.
WWPZ	WMBN Petoskey, Mich.
WFTH	WMBL Morehead City, N.C.
	Existing FM's
*WDCU	WGTB-FM Wash., D.C.
WOSE	WRWR-FM Port Clinton, La.
WJWJ-FM	WERV Beaufort, S.C.
WKOS	WMTS-FM Murfreesboro, Tenn.

Grants

Call	*Assigned to*
	New AM's
KNMX	San Miguel BroadcastingCo., Las Vegas, N.M.
WBDY	Bluefield Broadcasting Co., Bluefield, Va.
	New FM's
*WECS	Eastern Conn. St.College, Willimantic, Conn.
WESE	Superior Broadcasting Co., Baldwin, Miss.
KKEE	Richard Sweetland, Alamagordo, N.M.
	New TV
WTJC	Miami Valley Christian Broadcasting, Springfield, Ohio
	Existing AM's
WCSP	WPGR Port Gibson, Miss.
WJBT	WWBK Brockport, N.Y.
KKCC	KWOE Clinton, Okla.
WBCI	WMBC Williamsburg, Va.
	Existing FM's
WEWZ	WSDO Ft. Lauderdale, Fla.
KTZA	KSVP-FM Artesia, Fla.
KKCC-FM	KWOE-FM Clinton, Okla.
WLFE	WWSR-FM St. Albans, Vt.
WBCI-FM	WBCI Williamsburg, Va.
	Existing TV's
WFSB	WFSB-TV Hartford, Conn.
WRBL	WRBL-TV Columbus, Ga.
WCLQ-TV	WEEG Cleveland, Ohio
WCGV-TV	WCGV Milwaukee, Wis.

Other

- FCC has proposed inquiry and rulemaking looking toward issuing policy statement that would streamline and update procedures by which FM chs. are assigned. Comment and reply dates will be announced as soon as they are available. (BC Doc. 80-139; FCC 80-168). Ann. Apr. 17.
- FCC has proposed mod. of FM rules to increase significantly availability of commercial FM broadcast assignments. Comments June 13, replies Aug. 13. (BC Doc. 80-90; FCC 80-108). Ann. Apr. 1.
- FCC has proposed to add six new UHF television assignments to N.J. in effort to provide state with opportunity to acquire additional television service. Comments May 8, replies June 9. (BC Doc. 79-269; FCC 79-667). Ann. Apr. 17.
- FCC sent copies of 1979 edition of "Major Matters Before the Commission" to Congress. Publication was prepared by Management and Analysis Branch, Planning and Analysis Division Office of Executive Director. It contains detailed discussions of 112 major matters in progress before FCC as of January 1, 1980. Limited supply of copies of "Major Matters Before the Commission" is available from FCC Office of Public Affairs, Room 207, 1919 M Street, NW. Copies will be available in about one week for $5.50 from Superintendent of Documents, U.S. Government Printing Office, Wash. D.C. 200402. Stock number is 004-000-00374-8. Action Apr. 15.

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VHF	2,510	0	0	2,510	187	2,697

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***Includes off-air licenses*

Fall TV begins to take shape □ Jankowski tells how CBS did it □ CNN gets ready to roll

Broadcasting May 5

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

Sales Power
Every day from Katz.

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Broadcasting May 5

The Week in Brief

TOP OF THE WEEK

ABC, CBS IN THE FALL ☐ The prime-time schedules of those two networks are out of the chute. ABC-TV is counting on more comedy and is beefing up its earlier slots. CBS-TV will keep three nights intact and most additions will be in drama area. **PAGE 31.**

STOP AND GO AT FTC ☐ The agency gets funding to continue after a one-day shutdown. The children's advertising inquiry may still go on but under stricter criteria. **PAGE 35.**

CLEARANCE IN CHARLOTTE ☐ Ted Turner's sale of WRET-TV there helped by FCC decision to remove EEO reporting condition. **PAGE 36.**

ANOTHER NEWS GROUP ☐ WPIX(TV) New York will launch a nightly half-hour feed via Westar to independents. **PAGE 37.**

SATELLITE SWARM ☐ The FCC is deluged by bids including a $230-million proposal of AT&T. **PAGE 38.**

AT LARGE

CBS'S COMEBACK ☐ On the eve of a triumphant meeting with affiliates in Los Angeles, Gene Jankowski discusses the men and methods that restored the prime-time championship to his network. **PAGE 40.**

PROGRAMING

LEE RICH AND LORIMAR ☐ The success of *Dallas, The Waltons* and other network series has put them at the top of the Hollywood TV mountain. Now there's a further expansion into syndication and the movies. **PAGE 48.**

POST-SEASON WIN ☐ ABC-TV moves back into the prime-time winner's circle in the week ended April 27. **PAGE 52.**

BUSINESS

THE CAPACITIES OF CAPCITIES ☐ President Burke reassures New York securities analysts that the company will outperform the market, even if the recession deepens. Chairman Murphy explains Capcities guidelines for cable. **PAGE 56.**

MEDIA

THE PAY WAY ☐ NAB researchers conclude that subscription television will flourish most abundantly on cable. But it also expects a decade of vigorous competition among cable systems, MDS and over-the-air STV. **PAGE 62.**

DIVIDING THE PIE ☐ The Copyright Royalty Tribunal finishes its hearings on the distribution of $12 million in royalties from cable. It faces a September deadline when, by law, it must resolve the proceedings. **PAGE 63.**

LAW & REGULATION

BLESSINGS ON SHAKY ENGAGEMENT ☐ The FCC approves the merger of Cox into GE, even thougn Cox says the price isn't right and wants out. **PAGE 67.**

PRICE ISN'T NECESSARILY RIGHT ☐ An appeals court upholds the FCC's contention that, regardless of the price set in contracts between a common carrier and two networks, the tariff filed with the commission is the basis for charges. **PAGE 69.**

JOURNALISM

COUNTDOWN FOR CNN ☐ Ted Turner's Cable News Network starts its four-week dress rehearsal today with the official start June 1. At headquarters in Atlanta and in bureaus across the country, executives discuss programing, procedures and hardware. **PAGE 72.**

RAPS FROM BERNSTEIN ☐ The head of ABC's Washington news bureau says reporters need to do more leg work and not rest on their laurels. **PAGE 78.**

TECHNOLOGY

UHF COMPARABILITY ☐ The enormous cost of power for U transmitters and the proper use of indoor antennas are analyzed in NAB, APB and EIA comments on the FCC's latest report. **PAGE 80.**

PROFILE

THE RESILIENT BERT PARKS ☐ Dropped in Atlantic City, the durable radio-TV veteran was quickly picked up practically every place else. It also prompted the Broadcast Pioneers to recognize his 48 years of service to broadcasting. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Week's worth of earnings reports from stocks on Broadcasting's index

			Current and change				**Year earlier**		
Company	*Period/Ended*	*Revenues*	*% Change*	*Net Income*	*% Change*	*Per Share*	*Revenues*	*Net Income*	*Per Share*
ABC	year 12/29/79	$2,053,570,000	+ 15.1	$159,310,000	+ 17.5	5.67	$1,783,985,000	$135,575,000	4.89
Associated Communications		4,271,416	–	36,573	–	.02	–	–	–
Cablecom-General	3 mo. 2/29	9,631,429	+ 19.6	1,027,061	– 17.8	.39	8,050,367	1,191,380	.42
CBS	3 mo. 3/31	967,400,000	+ 16.7	13,000,000	– 27	.47	828,700,000	17,800,000	.64
Fuqua Industries	year 12/31/79	2,056,824,000	+ 25.1	66,602,000	+122.8	5.11	1,643,364,000	29,888,000	2.25
General Instrument	year 2/29	718,103,819	+ 30.4	51,130,274	+ 50.0	5.90	550,648,002	34,085,522	4.22
Gulf + Western	6 mo. 1/31	2,892,172,000	+ 15.2	131,720,000	+ 13.7	2.83	2,509,634,000	115,761,000	2.29
Harte-Hanks	3 mo. 3/31	65,804,000	+ 28.0	3,651,000	+ 16.6	.39	51,393,000	3,131,000	.34
Movielab	year 12/31/79	33,396,641	+ 13.7	1,896,450	+ 56.4	1.17	29,370,801	1,212,393	.75
Orrox	year 12/31/79	7,667,974	+ 96.6	1,380,615	+ 88.0	.80	3,898,731	734,178	.38
Outlet Co.	year 1/31/80	313,051,000	+ 1.9	4,021,000	– 60.0	1.25	307,096,000	10,038,000	3.68
RSC Industries	year 12/31/79	9,827,439	+ 29.4	786,254	+ 80.0	.33	7,590,673	436,747	.18
Stauffer Communications	year 12/31/79	55,167,214	+ 11.7	4,161,534	+ 3.7	4.16	49,376,250	4,011,146	4.01
United Cable Television	9 mo. 2/29	32,180,000	+ 49.4	4,616,000	+ 76.9	1.12	21,539,000	2,609,000	.64
Walt Disney Productions	6 mo. 3/31	403,586,000	+ 18.2	58,666,000	+ 34.0	1.81	341,357,000	43,750,000	1.35

*For period from 3/23/79 (inception of Associated Communications) to 12/31/79.

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Still a way to go for CBS ☐ ABC's up for the challenge ☐ NBC's third in line for fall season

Broadcasting May 12

The newsweekly of broadcasting and allied arts

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America's #1 rated 10 PM newscast?*

KSTP
Minneapolis
St. Paul

It's been #1 in the Twin Cities for years!

KSTP-TV's EYEWITNESS NEWS, with a 51% share, is now recognized as the top-rated 10 PM local newscast in the country! In fact, more people watch KSTP-TV at 10 each evening than ALL THE OTHER STATIONS COMBINED!*

Want to reach more people? Want to reach 18-49's? Want to reach Minneapolis St. Paul? Then do what MOST people THERE do.

Reach for ABC Affiliate KSTP-TV and their EYEWITNESS NEWS.

Now AMERICA'S most watched 10 PM newscast!

*Feb. 1980 NSI Plus ranking of 10-10:30 PM local news telecasts in the top 50 designated market areas. M-F average based on % of Metro share. Subject to normal survey qualifications.

abc 5

KSTP-TV
Minneapolis, St. Paul

#1 EYEWITNESS NEWS

Down to earth. Up to the minute.

For more information, call KSTP-TV sales at (612) 646-5555 or contact the Petry office nearest you.

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Broadcasting May 12

The Week in Brief

TOP OF THE WEEK

BACKS OUT ☐ CBS Inc.'s president and chief executive resigns in a surprise move. His duties will be taken over by the chairman's office. **PAGE 25.**

NBC-TV MAKES IT THREE ☐ The network announces its fall prime-time line-up that includes five new shows. **PAGE 28.**

CBS ACCEDES ☐ The network follows NBC's suit by agreeing to Justice Department restrictions designed to help independent TV programers compete more effectively. ABC becomes only network defendant that still faces antitrust action. **PAGE 29.**

TV VIOLENCE ☐ Gerbner's latest study reports that there was a slight decline in such hard action in network-TV prime time. **PAGE 30.**

AT LARGE

PIERCE'S PERSPECTIVES ☐ On the eve of the ABC-TV affiliates meeting, Fred Pierce looks fore and aft. He sees no reason to be panicky about the prime-time ratings loss, discusses competition from other networks and new technologies, and comments on future programing and costs. **PAGE 32.** A rundown of the affiliates' agenda this week in Los Angeles. **PAGE 39.**

PROGRAMING

IN THE WINNER'S CIRCLE ☐ CBS-TV executives and affiliates bask in the glow of their ratings resurgence during the L.A. meeting. For openers, there was a preview of the nearly intact programing line-up that will bid for a repeat win in the fall. **PAGE 40.** Rosenfield expects a tough ratings fight next season and cites escalating program costs. **PAGE 44.** Jankowski expresses confidence that the networks will withstand the challenge of the new media. **PAGE 48.** CBS-TV prime-time strategy last season is reviewed. **PAGE 48.** Ogiens reports on daytime gains. **PAGE 49.**

JOURNALISM

LONGER NEWS ☐ CBS-TV officials head off a Los Angeles showdown on the network's desire for a 45-minute evening news show. But they indicate that they definitely have not given up the idea. **PAGE 55.**

DOESN'T APPLY HERE ☐ Ruling in a defamation case that involves WTAE-TV Pittsburgh, a Pennsylvania appeals court affirms shield law protection for journalists. The complainant had relied on *Herbert vs Lando* in seeking outtakes. **PAGE 56.**

BUSINESS

SUNNY SIDE OF RCA'S STREET ☐ Chairman Griffiths provides statistical reassurance to shareholders to prove NBC improvement. He also reaffirms his support of Silverman. **PAGE 58.**

MEDIA

NONCOMMERCIAL INFIGHTING ☐ KRMA-TV Denver questions the qualifications of new KBDI-TV there. A resulting court ruling on the FCC's grant to the latter is hailed by both parties as a victory. **PAGE 60.**

LAW & REGULATION

HBO UNHAPPY ☐ The pay programer protests to FCC against RCA's plan for a lottery to determine who will use two transponders on Cable Net 1 satellite. **PAGE 62.**

FAMILY VIEWING ☐ Hollywood groups ask the Supreme Court to review the appeals court's ruling in the family-viewing decision, claiming the lower court erred in saying the FCC has primary jurisdiction over matter. **PAGE 62.**

TECHNOLOGY

AM STEREO COUNTERFIRING ☐ Magnavox goes to Washington to vigorously defend the FCC's choice of its system. **PAGE 64.** Kahn, however, insists the broadcasters should make the decision. **PAGE 65.**

TIME TO BE COUNTED ☐ The FCC on May 31 will tell the International Frequency Radio Board what the U.S. will need as inventory for radio allocations. It means AM applications filed at the commission after next week will face longer odds. **PAGE 66.**

PROFILE

FAVORABLE VERDICT ☐ Lenore Ehrig's high school yearbook said she aspired to succeed as a lawyer. She has done that and, en route to becoming the chief administrative law judge of the FCC, she has also succeeded in winning the esteem of her peers inside and outside government. **PAGE 89.**

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Cable futurists convene in Dallas

NCTA!

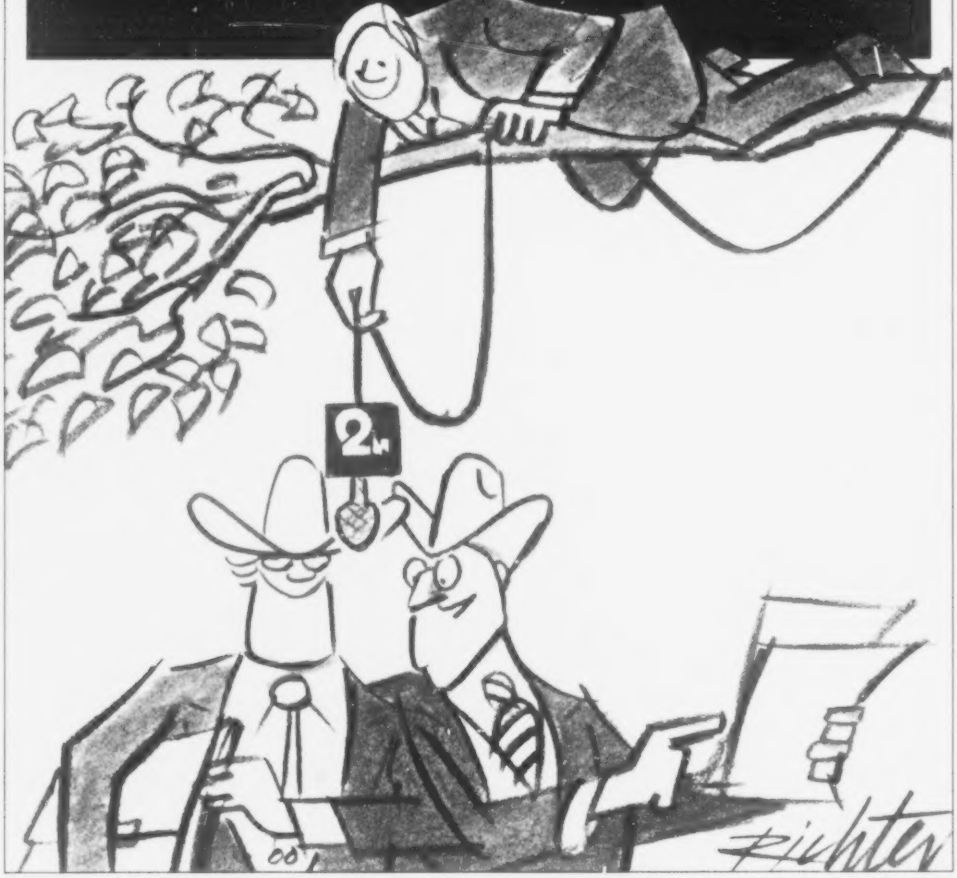
Ted Turner: where angels fear to tread

Broadcasting May 19

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

WE COVER AUSTIN WITHOUT ANY IFS, ANDS OR SCUTTLEBUTTS. Because we're the only station in Texas with a year-round Austin news bureau. From the first returns to the last hurrah, we stay on top so our viewers can stay informed. So when it comes to covering Texas politics, we're always the people's choice. **KPRC TV HOUSTON.**



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Broadcasting May 19

The Week in Brief

TOP OF THE WEEK

CABLE'S WEEK IN DALLAS ☐ The NCTA's 29th annual convention is off and running with a record attendance of around 7,000 examining the rapid growth of cable in the past year and the even more explosive potential of the coming decade. Programing is expected to dominate the news. **PAGES 29, 48 and 50.**

PREMIERE: HOW IT WILL WORK ☐ Getty Oil and its film partners use the NCTA convention setting to give specifics about their joint national satellite-delivered service. **PAGE 29.**

IT'S OFFICIAL ☐ CBS formally announces its move into cable with KNXT's Shay at the helm. **PAGE 30.**

THE CBS DISCONNECTION ☐ Paley says Backe forced the issue when the latter found out last month his performance was being assessed. **PAGE 32.**

SILVERMAN AND NBC'S FUTURES ☐ In an exclusive interview, the president of NBC reassures that he is not packing his traveling bag. Rather, he is solidifying his team and planning to take his network to the top. **PAGE 33.** His words come on the eve of the NBC-TV affiliates meeting in Los Angeles this week. **PAGE 33.**

FIFTH ESTATE

REBEL WITH A CAUSE ☐ No matter what he does, Ted Turner is a man with a mind of his own and absolutely willing to play his hunches. His expansion in television and cable has been unsettling to many of his competitors, but few will bet against him. This report tells why. **PAGE 35.**

PROGRAMING

UNFLAPPABLE ABC-TV ☐ Network executives and affiliates, meeting in Los Angeles last week, talk more of wins next season than losses last season. **PAGE 68.** Thomopoulos outlines the programing ammunition for the counterattack. **PAGE 68.** Duffy emphasizes that strength of ABC-TV in all areas rightfully makes the network number one. **PAGE 72.** Erlick says the principal concerns of industry in Washington are copyright and direct-to-home satellite broadcasting. **PAGE 75.**

LAW & REGULATION

NBC REBUTS FCC ☐ The network claims its own study of children's programing reveals flaws in the commission's earlier report. Total amount of programing was understated and emphasis was misplaced, NBC contends. **PAGE 75.**

JOURNALISM

QUESTION OF AUTONOMY ☐ Four members of a Senate committee ask Carter's assurance that Radio Free Europe and Radio Liberty will stay free of CIA influence. **PAGE 78.**

FREEDOM OF PRESS ☐ The right is not absolute and must be balanced with fair-trial concerns, GWU's Barron maintains. **PAGE 79.**

MEDIA

COUNTING ON TV ☐ Kennedy and Bush throw as much money as possible into television in attempts to reverse their losing battles for the nomination. **PAGE 81.**

STORER HITS SNAG ☐ A cable franchise awarded to its subsidiary in Minneapolis is held up by a state board and by protests from a local access group. **PAGE 82.**

TECHNOLOGY

NUMBERS FROM HARRIS ☐ One of the losers in the AM stereo competition releases a survey that claims 55% of the broadcasters are not satisfied with the choice of Magnavox and that the vast majority feel the FCC should reconsider its decision. **PAGE 87.**

ORBITAL SLOTS ☐ With the floodgates now closed by the FCC on the torrent of applications for places for domestic satellites, here is a status report, with diagram, of what there is and where they operate. **PAGE 88.**

PROFILE

NCTA'S DITTRICK ☐ In putting together Douglas Communications, its founder demonstrated the skills of a politician and the drive of a businessman. Recognition of those talents last February earned Doug Dittrick re-election for an unprecedented second term as chairman of NCTA. **PAGE 113.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Summary of broadcasting

FCC tabulations as of March 31, 1980

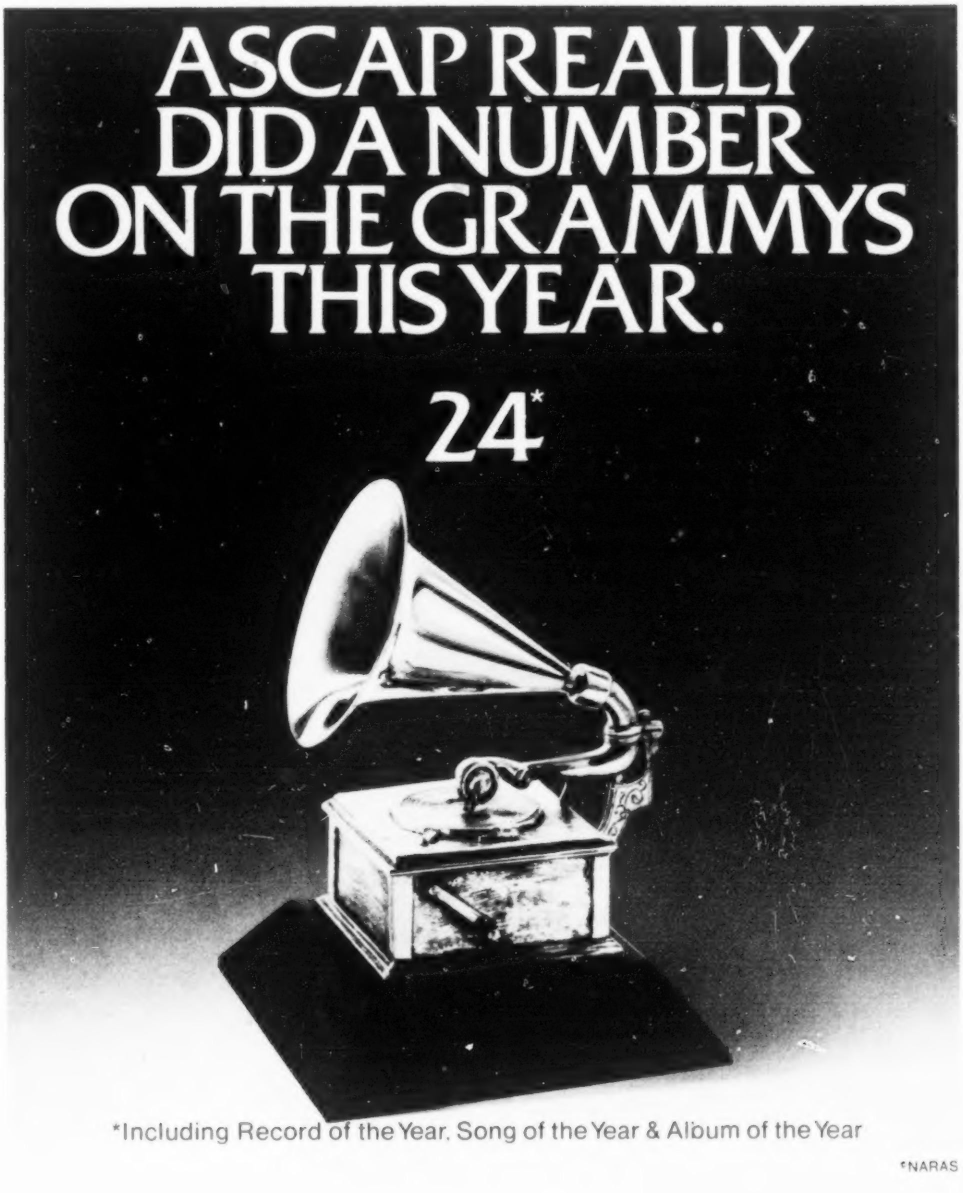
	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

SRO at the NCTA in Dallas: Scrambling to get aboard cable's bandwagon

Broadcasting May 26
The newsweekly of broadcasting and allied arts
Our 49th Year 1980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Broadcasting May 26

The Week in Brief

TOP OF THE WEEK

CABLE'S BIGGEST EVER ☐ A record attendance, a lively agenda and displays of the newest in hardware and software combined to put the stamp of success on the NCTA convention. **PAGE 27.**

REACTION TO PREMIERE ☐ Cable operators are dazzled at its Dallas presentation. But the new service gets cool reception from NCTA's board and competitors talk of legal recourse. **PAGE 27.**

WARINESS ☐ Delegates in Dallas have reservations about 400 mhz equipment. **PAGE 30.**

BACKE'S SUCCESSOR ☐ Thomas Wyman, vice chairman of Pillsbury, named CBS president and chief executive officer. **PAGE 34.**

MEDIA

FRANCHISING'S FUTURE ☐ NCTA panelists warn against empty promises and devious practices by cable operators courting cities. **PAGE 36.**

HEARST EXPANSION ☐ It buys Dayton TV for $48 million and forms a CATV division. **PAGE 39.**

BUSINESS

HIGH MARKS ☐ Financial experts reassure NCTA that there is no dearth of investment and loan funds for cable, but question large acquisition prices and excessive promises in franchise bidding. **PAGE 43.**

A FEELING OF SECURITY ☐ An NCTA session explores the growing potential of burglar and fire alarm systems as part of cable's growing services. **PAGE 48.**

COMMERCIALS ON CABLE ☐ Perspectives of agencies, reps, programers and cable operators are offered in Dallas. **PAGE 52.**

ABC OPTIMISTIC ☐ Goldenson and Rule concede there will be slight drop in earnings in 1980, but expect the year to be the second best in the company's history. **PAGE 54.**

PROGRAMING

NBC's PROSPECTS ☐ Silverman and Pfeiffer assure affiliates at L. A. meeting that the network has what it takes to continue improving. **PAGE 55.** Tartikoff explains the strategy of the new schedule. **PAGE 57.** Mulholland tells delegates that NBC is not interested in cable and other delivery methods. **PAGE 57.** NBC-TV lays out a year's worth of movies and specials. **PAGE 57.**

NEW PACKAGES ☐ HBO offers its Cinemax pay-TV service. Showtime announces its new line-up of programs. **PAGE 61.**

LAW & REGULATION

REGULATORS LOSING GROUND ☐ An NCTA panel of policy makers cites the problem of keeping up with needed changes in basic telecommunications policy. **PAGE 63.**

COPYRIGHT ☐ Congressman at NCTA says FCC should hold up on cable deregulation until Congress has a chance to review payment schedule to rights holders. **PAGE 64.**

DON'T STAND STILL ☐ Van Deerlin warns cable it can't rest on its laurels. **PAGE 65.**

LIFE FOR THE FTC ☐ Congress approves legislation to fund the agency. **PAGE 68.**

TECHNOLOGY

ANCILLARY SERVICES ☐ Cable operators at NCTA convention are urged to get into teletext alarms, data and other areas before the competition steps in. **PAGE 70.**

TWO-WAY CONVERTER ☐ It's a hot ticket at the Dallas show with Warner-Pioneer and TOCOM in the forefront and Oak getting ready to go into that phase of the business. **PAGE 72.**

PROFILE

PUTTING BEST FOOT FORWARD ☐ For nearly two decades, Roy Danish has been on the defense and the offense for television. But equally important, as director of the Television Information Office he has demonstrated a knack for intercepting problems before they materialize. **PAGE 97.**

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FCC breaks up the clears ☐ Turner's news network turns on ☐ Cable Net Two ready for action

Broadcasting® Jun 2

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

"To Tell the Truth"

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Broadcasting Jun2

The Week in Brief

TOP OF THE WEEK

BREAKING DOWN THE CLEARS ☐ The FCC approves a plan to create 125 new unlimited AM's 750 miles from the dominant stations and operative on the same or adjacent frequencies. **PAGE 28.**

IT'S BOARD TIME IN WASHINGTON ☐ The NAB's TV and radio boards face a full agenda this week in the nation's capital. Included is a White House session Thursday. Fritts is expected to be chosen radio chairman; King is unopposed as TV choice. **PAGE 29.**

CABLE NET TWO ☐ The Comstar II satellite becomes operational today, but most of its transponders remain unused. **PAGE 30.**

ARBITRON RADIO FLAP ☐ The measurement firm's proposed rate increase prompts concerned broadcasters to seek an all-industry group to negotiate in their behalf. **PAGE 32.**

MEDIA

COX WALKS AWAY ☐ It petitions the FCC to reconsider approval of the GE-Cox merger, a move that stymies consummation of the $650-million transaction by the May 31 deadline. **PAGE 36.**

BUSINESS

TV NETWORK SALES UP ☐ There's a 13.7% increase in the first quarter of 1980 as compared to last year's opening quarter. The Olympics help ABC-TV to lead the way. **PAGE 48.**

RADIO'S GOOD NUMBERS ☐ RAB board is complimented for the association's "Radio, It's Red Hot" campaign that helped national sales jump 35% in first quarter. **PAGE 48.**

NEW REP FOR INDEPENDENTS ☐ The Katz Agency and Field Communications set up a sales organization. **PAGE 50.**

JOURNALISM

STILL FINDS FAULT ☐ DuPont's annual survey cites a decade of growth in the scope and skill of broadcast journalists, but notes shortcomings of stations and networks. **PAGE 52.**

CAUGHT IN THE MIDDLE ☐ CBS fumes when the State Department cites a 1963 embargo and blocks delivery via satellite of a news story from Havana. **PAGE 53.**

THREE'S A CROWD ☐ Carter declares he won't participate in a debate that includes Anderson. The independent candidate reacts with criticism. And Reagan says he is willing to face either or both. **PAGE 54.**

CNN'S NEVER-STOPPING CLOCK ☐ Turner's Cable News Network goes into the starting gate with its 24-hour service. **PAGES 55, 56.**

LAW & REGULATION

FEDERAL HELP ☐ Two House subcommittees hear testimony on future areas of technological developments and how the government can encourage research and development. **PAGE 57.**

COVETING WOR-TV ☐ New Jersey's senators want the FCC to reallocate the channel 9 facilities of the jeopardized New York station to their state. **PAGE 57.**

PROGRAMING

FEE FEUD ☐ WXON, the Detroit pay-TV outlet, sues National Subscription Television, alleging the program supplier had manipulated its subscriber fees to the disadvantage of the station. **PAGE 60.**

TECHNOLOGY

ANOTHER SHOT AT NAB ☐ A Denver consulting engineer, who served on the U.S. delegation to Buenos Aires, rekindles criticism of the NAB's 9 khz position **PAGE 62.**

DIGITAL STANDARDS ☐ An EBU study group opts for coding in component rather than composite form. Chroma-key problems are found in tests of 12 mhz for brilliance and 4 mhz for the two color components. **PAGE 62.**

PROFILE

PIERCE'S LEGACY ☐ When Timmi Pierce steps down next Saturday as president of AWRT, she will leave a long list of plusses for the association. Her record stems from perspectives that the NBC's affirmative-action executive gained during 17 years in broadcasting. **PAGE 81.**

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Business

TV network sales rise in 1st quarter

ABC posts biggest gain in quarter containing Olympics

Television network sales for the first three months of 1980 rose 13.7% above the level for the same period a year ago, reaching $1,232,079,700, with ABC-TV getting 38.7% of the total, CBS-TV 32.1% and NBC-TV 29.2%.

ABC, which was nosed out by CBS in the prime-time ratings race this season after four years of dominance, boosted its first-quarter sales by 22.6% to $476,529,700—no doubt with some help from the February Olympics, though individual monthly totals were not disclosed. CBS's three-month total was up 12.8% to $395,364,300 and NBC's was up 4.6% to $360,185,700.

The estimates were compiled by Broadcast Advertisers Reports, which has replaced its weekly reports on network sales with monthly and quarterly reports ("Closed Circuit," Dec. 3, 1979). Individual network totals are shown only in the quarterlies.

Across the broadcast day, ABC had the fewest commercials but got 30% more for each one, on average, than did CBS, and almost 40% more than NBC.

Thus ABC's commercial minutes totaled 9,744 over the quarter, averaging out to $48,905 a minute. CBS had 10,540 commercial minutes, averaging $37,511 each, and NBC had 10,243, averaging $35,164.

A total of $607,618,700, or virtually half of all three-network revenues for the quarter, came in the Monday-Sunday 7:30-11 p.m. NYT block, which corresponds closely with prime time. There were 5,327 commercial minutes in that period, averaging $114,064 each.

Weekday daytime (10 a.m.-6 p.m. Monday-Friday) had $277,473,100 in revenues from 13,519 commercial minutes, which averaged $20,525 each. Saturday-Sunday daytime (sign-on to 6 p.m.) had 4,732 minutes yielding $150,936,800, or $31,897 a minute.

Early fringe (6-7:30 p.m. Monday-Sunday) produced 1,630 minutes and $91,497,600, or $53,133 a minute, while late night (11 p.m. to sign-off) had 3,267 minutes that yielded $88,258,600, averaging $27,046. Early-morning (sign-on to 10 a.m. Monday-Friday) accounted for 2,052 minutes and $16,194,000 for an average of $7,892 a minute.

Network revenues for March alone reached $435,148,700 for a 17.5% increase over March 1979. The February total was $400,674,700, up 13.4% from February a year ago. In January the figure was $385,473,700, a 10.0% increase from the year before.

Television network sales

March

	1979	1980	% change
Daytime	$130,928,000	$155,782,800	+19.0
Mon.-Fri.	83,524,800	98,574,400	+15.3
Sat.-Sun.	45,403,200	57,208,400	+26.0
Nighttime	239,353,300	279,365,900	+16.7
Total	$370,281,300	$435,148,700	+17.5

January-March

	1979	1980	% change
Daytime	$372,836,900	$444,604,800	+19.2
Mon.-Fri.	243,024,500	293,668,000	+20.8
Sat.-Sun.	129,812,400	150,936,800	+16.3
Nighttime	710,328,600	787,474,900	+10.9
Total	$1,083,165,500	$1,232,079,700	+13.7

Quarter	ABC	CBS	NBC	Total
Jan-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700

Radio's not doing so badly, either

'Red Hot' campaign lauded as hit, with 35% increase in national business over '79

Radio's substantial advertising gains in the first quarter and efforts to consolidate those advances were highlighted at a Radio Advertising Bureau board of directors meeting in Tarpon Springs, Fla.

Speakers credited the RAB's "Radio. It's Red Hot" advertising campaign as one factor that has contributed to the robust state of radio. The board of directors agreed that the six-month campaign should be continued, and that a consistent advertising effort should be sustained over the next few years.

RAB President Miles David cited these indicators of the success of the campaign: Stations have received more than 500 inquiries from advertisers for more information about radio; hundreds of stations have sold local advertisers who had telephoned in response to the "Red Hot" messages, and a readership study showed that the campaign had higher-than-usual scores.

David also reported that the percentage gain in national radio for the first quarter of 1980 promises to be higher than for any first quarter in the past 10 years. David said the data points to an increase of upwards of 35% in national radio expenditures over 1979, which he said was "rather flat."

Good news also came from an agency speaker, Tony Nacinovich, senior vice president and associate media director of Ogilvy & Mather, New York. He said O&M's "One-on-One" presentation on the future of media in the 1980's [BROADCASTING, March 3] indicates that radio will grow in economic efficiency in relation to other media. He also said that O&M had increased its use of radio in the first quarter of 1980 by 92% over last year's first quarter.

Robert H. Alter, RAB's executive vice president, disclosed plans for an RAB-sponsored Managing Sales Conference to be held in early 1981. He said the three-day meeting, the first of its kind, would concentrate on sales management in the areas of hiring, training, rate-card planning, inventory control, motivation, goal setting and development of new sources of revenue. A committee of broadcasters, headed by Richard Harris, president, radio stations group, Group W, will develop topics and concepts for the conference. RAB officials said they expect 700 or more station sales managers and general managers to attend the conference.

Mark Mullin, who recently joined the bureau as senior vice president, national sales, outlined the strategy RAB will follow to bolster national advertising. He and his staff will emphasize to agencies that there is a need to upgrade the creative output in radio. They intend to bring examples of stimulating commercials to the attention of agencies.

Michael Lareau, chairman of the RAB Plans Committee and executive vice president and general manager of WOOD(AM) Grand Rapids, Mich., reported that member stations are pleased that RAB had adopted many of their ideas for the sales tools the bureau has developed.

Richard Montesano, senior vice president, RAB, sales services, described some of the sales tools, including those pro-

In Contest

Designated for hearing

- Anderson, Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of Shasta Broadcasting Inc., Jancur, Inc. and Mountain Valley Broadcasting Inc. for new FM on 94.3 mhz at Anderson, to determine all three applicants' ascertainment efforts; whether Jancur and Mountain Valley are financially qualified; whether Shasta complied with Section 73.2080 of Rules; whether John Bach misrepresented his financial status in section III of Mountain Valley's application, which, application, on comparative basis, would best serve public interest; and which, if any, should be granted. (BC Docs. 80-224-26; BPH-10640, 11115, 11112). Action May 9.

- Palm Springs, Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of RTC Broadcasting Corp. and Palm Springs Broadcasting Co. for new FM on 106.1 mhz at Palm Springs, to determine if RTC is legally qualified to construct proposed station; whether applicants are financially qualified; Palm Springs' ascertainment efforts; which of proposals, on comparative basis, would better serve public interest, and which application, if either, should be granted. (BC Docs. 80-227-28; BPH-10991, 780831AD). Action May 9.

- Redding Calif.—Designated for hearing in consolidated proceeding mutually exclusive applications of Colgon FM Communications Corp. and Redding FM Communications Inc. for new FM on 104.3 mhz at Redding, to determine whether both applicants are financially qualified; whether Redding has complied with Section 73.2080 of Rules; which of proposals would, on comparative basis, better serve public interest; and which, if either, should be granted. (BC Docs. 80-222-23; BPH-10273, 10275). Action May 9.

- Hinesville, Ga.—Designated for hearing in consolidated proceeding mutually exclusive applications of Liberty Broadcasting Co. and Hinesville Broadcasting Corp. for new FM on 92.1 mhz at Hinesville, to determine whether applicants are financially qualified; whether Liberty misrepresented its financial status by concealing $131,452 corporate obligation to First Bank of Savannah; which of proposals, on comparative basis, would better serve public interest; and which, if either, should be granted. (BC Docs. 80-229-30; BPH10493, 10665). Action May 9.

- Eunice, La.—Dismissed application of Tri-Parish Broadcasting Co., for new FM on 105.5 mhz at Eunice, and designated for hearing in consolidated proceeding mutually exclusive applications of Acadiana Broadcasting Co. and Eunice Broadcasting Inc. for new FM on the same frequency and location to determine if Eunice is financially qualified; Eunice's ascertainment efforts; which of proposals, on comparative basis, would better serve public interest; and which if either, should be granted (BC Docs. 880-231-32, BPH-11123, 780828AC, 780831A0). Action May 5.

- Eastland, Tex.—Designated for hearing in consolidated proceeding mutually exclusive applications of MicroMedia and Carnette Broadcasting, Inc. for new FM on 96.7 mhz in Eastland, to determine if applicants are financially qualified; MicroMedia's ascertainment efforts, which of proposals, on comparative basis, would better service public interest; and which, if either, of applications should be granted 80-220-21, BPH-11194, 781023AO). Action May 9.

Allocations

Requests

- Phoenix, Ariz.—Donald C. Jerome et al request amendment FM Table of Assignments to assign 103.5 mhz to Phoenix (RM03661). Ann. May 20.

- Augusta, Ga.—Santee-Cooper Broadcasting Co. requests amendment FM Table of Assignments to assign 98.3 mhz to Augusta (RM—3658). Ann. May 20.

- Rushville, Ill.—Steve Waters requests amendment FM Table of Assignments to assign 96.7 to Rushville (RM—3657). Ann. May 20.

- Lagrange and Auburn, both Indiana—Paul D. Mowery requests amendment FM Table of Assignments to assign 105.5 mhz to Lagrange, and substitute 102.3 mhz for 105.5 mhz at Auburn (RM—3662). Ann. May 20.

- Bend, Ore.—Terry A. Cowan, requests amendment FM Table of Assignments to assign 97.5 mhz to Bend (RM—3660). Ann. May 20.

- Batesbury and Saluda, both South Carolina—William K. Durst requests amendment FM Table of Assignments to reassign 92.1 mhz from Batesburg to Saluda, and that 95.3 mhz be substituted for 92.1 mhz at Batesburg (RM—3666). Ann. May 20.

- Kingwood, W. Va.—Preston Communications requests amendment FM Table of Assignments to assign 96.7 mhz to Kingwood (RM—3663). Ann. May 20.

- Romney, W. Va.—Peter A. Bozick requests amendment FM Table of Assignments to assign 100.1 mhz to Romney (RM—3659). Ann. May 20.

Translators

Applications

- Arvin and Lamont, both California—International Panorama TV Inc., seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 20 ft) to rebroadcast directly KTBN(TV) Fontana, Calif. Ann. May 19.

- Trinity Center, Calif.—North Lake Translator Group seeks CP for new VHF translator on ch. 2 (TPO: 5 w, HAAT: 40 ft) to rebroadcast directly KTVL(TV) Medford, Ore. Ann. May 19.

- Hinkley, Minn.—Channel 10 Inc. seeks CP for new UHF translator on ch. 69 (TPO: 100 w, HAAT: 299 ft) to rebroadcast directly WDIO-TV Duluth, Minn. Ann. May 19.

- Providence, R.I.—WTEV-TV Inc. seeks CP for new UHF translator on ch. 48 (TPO: 100 w, HAAT: 532 ft) to rebroadcast directly WTEV(TV) New Bedford, Mass. Ann. May 19.

Cable

- Following cable service registrations have been filed:

- Clinton Cablevision Assoc. for Clinton, S.C. (SC00094) add signal.

- Continental Cablevision of Ohio Inc. for Fostoria, Jackson, Louden and Perry, all Ohio (OH0034,550-52) add signal.

- Omegavision Inc. for Smokey Straight, N.C. (NC0224) new system.

- Action CATV Inc. for Cedar, Utah (UT0039) new system.

- UA-Columbia Cablevision of Westchester Inc. for Elmsford, N.Y. (NY0468) new system.

- Dorchester Cablevision Inc. for Dorchester, S.C. (SC0148) new system.

- Helicon Corp. for Brownsville, Luzerne, Redstone and Jefferson, all Pennsylvania (PA1023,21,22,25) add signal.

- Fayette Cablevision Co. for Uniontown, North Union, South Union, Georges, and Fairchance, all Pennsylvania (PA0681,79,80,78,77) add signal.

- Master Telecable Inc. for Quinwood, W. Va. (WV0618) new system.

- Centex Cablevision Corp. for Rule, Tex. (TX0507) new system.

- Krumme Cable Co. for Okemah, Okla. (OK0191) new system.

- Audubon Electronics Inc. for Easthampton, Westhampton, Southampton, Mansfield, all New Jersey (NJ0416-19) new system.

- Tualatin Valley Videocable Co. for West Linn, Ore. (OR0226) new system.

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Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

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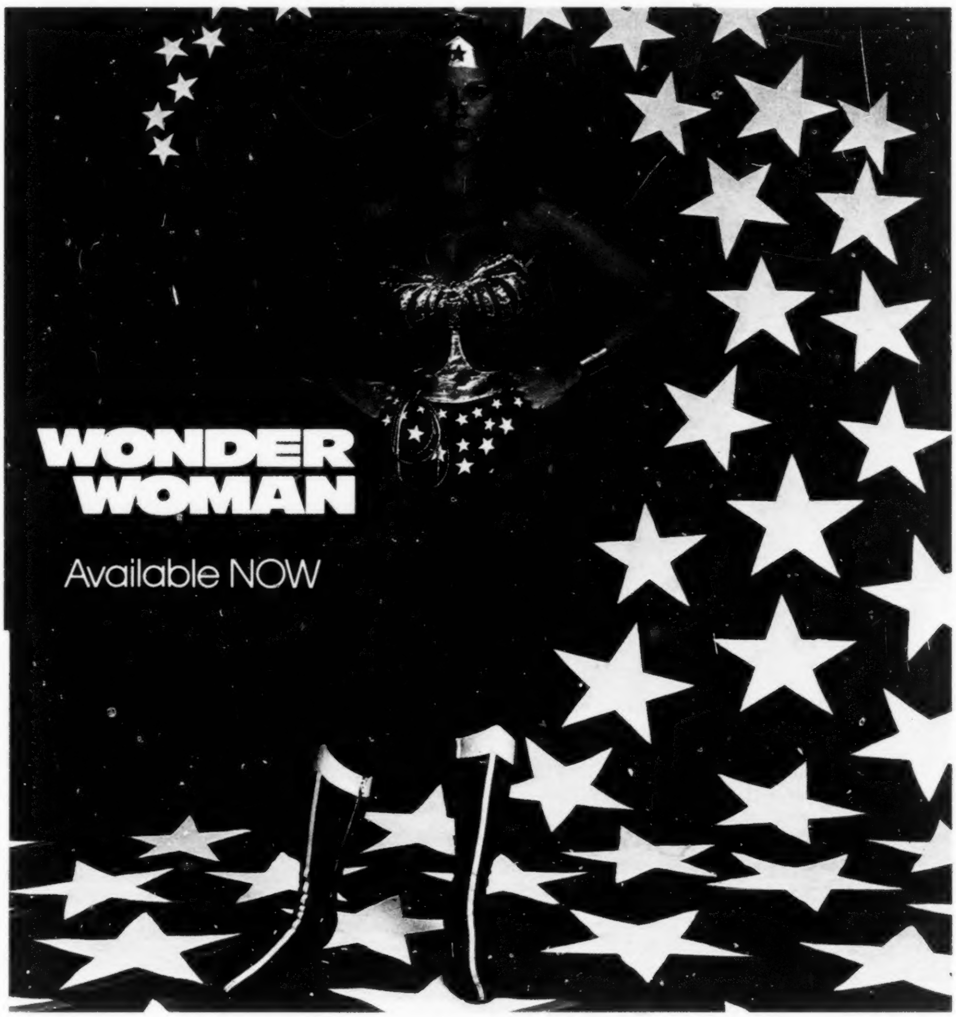

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The Week in Brief

TOP OF THE WEEK

THE SHORT OF IT ☐ FCC proposes postcard-size renewal form, random IRS-type audits to insure licensee compliance with rules. **PAGE 21.**

RADIO CONSCIOUSNESS-RAISING ☐ NAB boards' chief concern, at meeting in Washington, is impending change in allocations. **PAGE 22.**

UP AND OUT AT NBC ☐ Segelstein is elevated to new position of president of NBC Television, but there's bad news for the network: It's lost prime affiliate WSB-TV Atlanta to ABC. **PAGE 24.**

LAW & REGULATION

LOTTERY TIME AT FCC ☐ The FCC votes to try that system to pick from applicants who appear equal in a six-year-old FM proceeding. **PAGE 30.**

THE RKO DECISION ☐ The staff at the FCC is directed to prepare the final order lifting three licenses. Comments are asked on what to do with 13 remaining outlets. General Tire promises to go to court. **PAGE 30.**

SETBACK ☐ CBS loses another round, this time in an appeals court, in its 10-year-old fight for per-use music licenses. **PAGE 36.**

PROGRAMING

PREMIERE PICKS HARRIS ☐ The broadcast-cable operator is named chairman and chief executive officer of the new pay operation. **PAGE 37.**

KM&G ASSAYS ☐ The ad agency predicts CBS-TV will again be prime-time winner next season. **PAGE 37.**

BEST NOT ENOUGH ☐ ABC-TV's *20-20* is top-rated for the week ended June 1, but CBS-TV takes the seven days by half a point. **PAGE 38.**

NEWEST PARTNERSHIP ☐ MGM Film and CBS plan a joint venture in videodisks and videocassettes for the home. **PAGE 40.**

RADIO'S FORMAT LEADER ☐ McGavren-Guild's annual survey of the top 25 markets finds it is adult contemporary. Black, disco and AOR make gains, while progressive, MOR and talk decline. **PAGE 44.**

JOURNALISM

CNN'S DEBUT ☐ The 24-hour cable news service is greeted with positive reaction. **PAGE 48.** The news breaks on opening day let CNN show off its technical stuff. **PAGE 52.**

LOCAL TV AT NATIONAL CONVENTIONS ☐ This year's party gatherings will attract a lot of coverage by individual stations, thanks to satellites. **PAGE 55.**

HEWITT EXPOUNDS ☐ IRTS's "Broadcaster of the Year" says television news should focus more on people and less on politicians. **PAGE 56.**

MEDIA

APB, PBS TALK MONEY ☐ At their annual meeting in Washington, Carley of Associated Public Broadcasters says his operation needs more funds. Grossman of Public Broadcasting Service thinks technology can be put to work to generate added revenues. **PAGE 57.** Minow bows out as PBS chairman, and successor Oaks pushes for a complete study of the new technologies. **PAGE 58.** Mankiewicz urges more cooperation between public radio and TV. **PAGE 58.**

BPA-BDA SET FOR MONTREAL ☐ The top promoters and designers will turn out in record numbers for their annual seminars. **PAGE 62.**

CARTER-REAGAN ATTITUDES ☐ The White House incumbent and the man who wants to evict him outline their thoughts about broadcasting in response to NAB questions. **PAGE 67.**

BUSINESS

COX'S SINGLE LIFE ☐ Following termination of the proposed merger with GE, the company makes two-for-one stock split, increases its dividends and names first black to its board. **PAGE 69.**

PROFILE

BPA'S DAWSON ☐ Tom Dawson recalls vividly the first Broadcasters Promotion Association seminar in 1956. So it's fitting that the CBS Radio executive and BPA president will be playing such a pivotal role at this week's seminar in Montreal. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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FANLAN with a "spy team" of freelance investigative reporters.

But first, Schecter adds, Siegel has to get more comfortable in front of the camera before he's given more interview topics to prepare for.

While Schecter talks of his goal to be "on the edge" of issues, the program is getting "lighter," with fewer guests and more time for audience call-ins.

Despite disclaimers, *FANLAN* so far seems most intent on exploring sexual issues.

Soon after its premiere, a local punk rock band surprised the producers by thrice using a short, Anglo-Saxon word for sexual intercourse (one of the "seven dirty words" the FCC has frowned on) before it could be cut off the air. The station apologized. Bennett talked with the producers. "I didn't think it was that big a deal," Siegel told a caller between chats about "threesomes" and Boston's "sexual rating."

Gordon, whose list of upcoming topics include sex surrogates and female impersonators, doesn't believe *FANLAN* is flesh-obsessed.

According to the station, the blend of spider monkeys, gossip columnists and financial writers is working. It reports 8,000 phone-ins on a recent Sunday morning, when the production staff swells to two cameras, and only 10 callers (and no letters) griping about the punk rockers' indiscretion.

It's 4:30 p.m. in the *FANLAN* office. The producers have a brisk dialogue about a segment that morning which Schecter deemed more hype than information.

Gordon has decided to book an author whose work she won't have time to read, and to go ahead with a feature on the history of Crackerjack prizes. Before she considers the weightlifting coach and the musician's demand, she wants to amplify her statement about a segment that aired that morning:

"I felt funny about saying I didn't know what the Cosmic Wimp-Out was. It's a new game craze."

Radio's format leader: adult contemporary

It tops the list in annual McGavren-Guild survey of top 25 markets; black, disco and AOR show gains while progressive, MOR and talk drop

The adult contemporary format emerged in first place in 1979 in McGavren-Guild's latest study of radio programing trends in the top 25 markets.

Marc Guild, director of network research and operations for McGavren, said that on an increasing basis in 1979, stations labeled themselves as "contemporary," and offered the following rationale:

"For example, a disco station may have found the description, 'disco,' conjured up a small demographic slice in some advertisers' minds. In order to correct this, they started to call themselves urban contemporary. In that most of the hits today have a disco beat, it seemed to be a natural union.

"Similarly, a top-40 radio station might be viewed as strictly a 12-24 station, but contemporary expands one's demographic to 12-34 to incorporate the 25-34 upper-income listener without changing the station's programing," Guild said. "It could be used on the older side also. An MOR station is viewed as though its appeal might be 35-54. While this may be the case, a title of adult contemporary broadens the station's demographic image to 25-54."

McGavren's study used Arbitron Radio Reports to compute average share trends

Markets 1-10, men 18+, Mon.-Fri. 6-10 a.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				12.1	16.3	—	+35
Top 40	14.9	14.5	16.2	9.0	4.3	-71	-53
Disco			1.6	2.8	2.2	—	-22
Mellow			1.7	1.7	1.0	—	-41
AOR			6.2	7.4	7.3	—	- 2
Progressive	5.6	6.3	2.8	1.1	1.0	-82	- 9
MOR	19.6	19.8	15.2	11.6	11.4	-42	- 2
Good music	11.6	11.1	11.3	10.7	11.2	- 3	+ 5
Country	6.4	6.3	5.7	6.0	6.1	- 5	+ 2
News	11.5	15.1	13.7	17.7	17.3	+50	- 2
Black	3.9	3.6	2.7	3.6	4.3	+10	+19
Talk	5.0	5.9	4.3	1.8	1.9	-62	+ 6
Classical	1.4	1.3	1.2	1.5	1.4	NC	- 7
Oldies	2.1	2.1	7	5	6	-72	+20
Spanish			7	8	1.4	—	+75
Jazz					7	—	—
Others	20.1	14.0	16.0	11.7	11.6	-42	- 2

Markets 1-10, women 18+, Mon.-Fri., 6-10 a.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				13.0	19.0	—	+ 46
Top 40	15.7	16.1	17.2	9.7	4.7	-70	- 52
Disco	—	—	1.6	2.8	2.3	—	- 18
Mellow	—	—	2.1	2.1	1.7	—	- 19
AOR	—	—	3.9	4.4	4.0	—	- 9
Progressive	3.4	3.9	1.6	0.5	0.5	-85	NC
MOR	18.2	19.7	18.1	12.5	13.1	-28	+ 5
Good music	12.3	11.7	11.9	10.9	11.9	- 3	+ 9
Country	5.4	5.4	4.9	5.3	5.0	- 8	- 6
News	11.3	12.8	11.5	16.0	16.1	+42	+ 1
Black	4.7	4.3	3.3	4.6	4.8	+ 2	+ 4
Talk	6.4	6.7	5.3	2.4	2.5	-61	+ 4
Classical	1.1	1.1	1.0	1.1	1.3	+18	+ 18
Oldies	1.8	1.8	0.6	0.4	8	-56	+100
Spanish	—	—	0.9	1.2	1.7	—	+ 42
Jazz	—	—	—	—	4	—	—
Others	19.7	16.5	18.1	13.1	10.2	-48	- 22

Markets 1-10, men 18+, Mon.-Fri. 10 a.m.-3 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				8.4	16.8	—	100
Top 40	13.1	13.1	13.2	8.5	3.7	-72	- 56
Disco			2.0	3.4	3.3	—	- 3
Mellow			2.5	2.4	1.5	—	- 37
AOR			8.3	10.0	9.8	—	- 2
Progressive	8.6	9.7	3.7	1.5	1.8	-79	+ 20
MOR	12.1	13.1	10.2	7.7	6.9	-43	- 10
Good music	18.9	17.9	16.8	17.4	17.3	- 9	- 1
Country	6.9	6.8	6.0	6.8	7.4	+ 7	+ 9
News	7.4	8.3	7.2	6.7	5.9	-20	- 12
Black	4.9	4.4	3.5	4.2	5.0	+ 2	+ 19
Talk	3.8	3.8	3.2	5.0	5.4	+42	+ 8
Classical	1.5	1.5	1.7	1.7	1.4	- 7	- 18
Oldies	3.5	3.0	0.9	0.7	.8	-77	+ 14
Spanish			4.2	0.6	1.1	—	+ 83
Jazz				—	1.0	—	—
Others	19.2	18.4	20.2	15.0	10.9	-43	- 27

Markets 1-10, women 18+, Mon.-Fri., 10 a.m.-3 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				9.5	18.6	—	+96
Top 40	14.9	13.9	13.7	9.6	5.0	-66	-48
Disco			1.8	3.4	2.6	—	-24
Mellow			3.2	2.7	1.7	—	-37
AOR			4.4	5.0	5.0	—	NC
Progressive	4.5	5.0	2.0	5	6	-87	+20
MOR	13.6	13.3	11.2	8.0	7.5	-45	- 6
Good music	24.0	21.0	19.7	20.3	19.4	-19	- 4
Country	6.4	5.8	5.2	6.3	5.7	-11	-10
News	7.8	7.3	6.6	5.9	5.7	-27	- 3
Black	5.6	5.4	3.5	4.2	4.5	-20	+ 7
Talk	5.5	5.4	4.2	6.3	6.7	+22	+ 6
Classical	1.5	1.3	1.4	1.4	1.6	+ 7	+14
Oldies	3.1	3.0	0.9	6	1.0	-68	+67
Spanish			1.0	1.3	1.6	—	+23
Jazz				—	5	—	—
Others	13.1	18.6	21.2	16.0	12.3	- 6	-23

from market one through 25 for the years 1977 through 1979 covering persons aged 12 and over, Monday to Sunday, 6 a.m. to midnight. For all of these years contemporary in some form or another was the leader, but for 1979 adult contemporary was the favored designation of stations.

To collect the data, the national representative firm sent questionnaires to more than 500 stations in the top 25 markets. There was a return of more than 60% and McGavren conducted telephone interviews with stations that had not responded to the questionnaires.

Adult contemporary posted a gain of 63% in 1979, rising to a share of 19.3 from 12.0 in 1978, the first year this format was introduced. In second place was good music, climbing by 7% to 14.5.

Other formats showing growth in 1979 were news, up 12% to 6.5; black, up 18% to 5.3; disco, up 31% to 3.4 and album oriented rock, up 21% to 9.9.

Formats losing ground in 1979 were top 40, down 44% to a 7.9 share; progressive (rock), down 64% to 0.5; middle-of-the-road, down 27% to 7.1, and talk, down 29% to 2.5.

McGavren also provided data for the top 10 markets on formats by dayparts and major demographic classifications: men, Monday through Friday, 6 to 10 a.m.; women, Monday through Friday, 6-10 a.m.; men, Monday through Friday, 10 a.m.-3 p.m.; women, Monday through Friday, 10 a.m.-3 p.m.; men, Monday through Friday, 3-7 p.m.; teen-agers, Monday through Friday, 3-7 p.m., and teen-agers Monday through Friday, 7-12 midnight.

Among men, adult contemporary or good music formats were dominant, depending on the time period. At 6-10 a.m. and 3-7 p.m., adult contemporary was in the forefront, with 16.3 and 14.5 shares respectively. In the 10-3 slot, among men, the good music format led with a share of 17.3.

A similar pattern prevailed among women. Again, in the 6-10 a.m. and 3-7 p.m. segments, the adult contemporary format held an edge over good music. But in the 10-3 p.m. slot, good music was on top with a 19.4 share.

Among teen-agers, the adult contemporary format was by far the most preferred, chalking up a 27.5 share in the 3-7 p.m. period and a 25.5 in the 7 p.m.-midnight block. Other leading formats among teen-agers were album oriented rock and top-40. Losing ground among teens were middle-of-the-road and country music.

Markets 1-15, total persons 12+, Mon.-Sun., 6 a.m.-midnight

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				12.0	19.3	—	+ 63
Top 40	19.3	19.5	19.9	14.1	7.9	−59	− 44
Disco			1.5	2.6	3.4	—	+ 31
Mellow			1.4	1.4	1.5	—	+ 7
AOR			6.1	8.2	9.9	—	+ 21
Progressive	7.2	7.7	4.2	1.4	5	—	− 64
MOR	17.0	17.4	13.9	9.7	7.1	−58	− 27
Good music	15.7	15.5	14.9	13.6	14.5	− 8	− 7
Country	6.9	6.7	7.3	7.6	7.7	+42	+ 1
News	4.8	5.2	5.2	5.8	6.5	+35	+ 12
Black	5.6	5.0	4.4	4.5	5.3	− 5	+ 18
Talk	3.5	3.3	2.9	3.0	2.5	−29	− 17
Classical	1.6	1.4	1.3	1.3	1.3	−19	NC
Oldies	1.1	1.2	4	2	7	−36	+250
Spanish			1.6	1.6	1.7	—	+ 6
Jazz					6	—	—
Others	17.3	17.1	15.0	13.0	9.6	−45	− 26

Markets 1-10. men 18+, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contemporary				7.5	16.8	—	+124
Top 40	14.5	14.8	12.0	9.1	4.1	−72	− 55
Disco			1.9	4.0	3.5	—	− 12
Mellow			2.6	2.2	1.4	—	− 36
AOR			8.5	10.6	10.0	—	− 6
Progressive	8.2	9.5	3.9	1.5	1.5	−82	NC
MOR	14.1	14.4	11.2	8.4	7.8	−45	− 7
Good music	16.5	15.9	14.5	14.6	14.5	−12	− 1
Country	6.4	6.6	6.0	6.8	6.8	+ 6	NC
News	9.5	9.8	11.0	13.2	11.5	+21	− 13
Black	4.6	4.2	3.2	4.0	4.6	NC	+ 15
Talk	3.5	4.3	3.4	2.1	1.6	−54	− 24
Classical	1.8	1.6	1.8	1.9	1.9	+ 5	NC
Oldies	2.8	2.7	1.0	0.8	0.6	−79	− 25
Spanish			0.5	0.7	1.1	—	+ 57
Jazz					0.9	—	—
Others	18.1	16.2	18.5	12.4	11.4	−37	− 8

Markets 1-10, women 18+, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				8.4	19.4	—	131
Top 40	16.0	16.4	15.7	11.4	5.4	−67	− 53
Disco			2.0	4.1	3.7	—	− 10
Mellow			3.2	2.7	1.9	—	− 30
AOP			5.2	6.5	5.3	—	− 18
Progressive	4.8	5.9	2.1	7	8	−83	+ 14
MOR	12.6	13.9	12.0	8.1	8.3	−34	+ 2
Good music	20.2	19.4	17.6	16.7	18.2	−10	+ 9
Country	5.5	5.3	5.0	6.0	5.6	+ 2	− 7
News	7.5	7.6	6.9	11.7	9.7	+29	− 17
Black	5.5	5.2	4.1	4.7	4.9	−11	+ 4
Talk	3.3	4.0	3.3	2.2	1.7	−48	− 23
Classical	1.7	1.7	1.6	1.7	1.7	NC	NC
Oldies	2.7	3.1	0.9	0.5	9	−67	+ 80
Spanish			0.8	1.0	1.3	—	+ 30
Jazz	—	—	—	—	6	—	—
Others	20.2	17.5	19.6	13.6	10.6	−48	− 22

Markets 1-10, teen-agers, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				6.7	27.5	—	+310
Top 40	43.3	45.0	35.3	38.6	16.6	−62	− 57
Disco			4.5	8.4	8.7	—	+ 4
Mellow			1.3	1.5	1.0	—	− 33
AOR			15.0	16.8	17.9	—	+ 7
Progressive	13.5	18.2	4.8	1.1	2.2	−84	+100
MOR	3.7	4.8	2.9	2.5	1.5	−59	− 40
Good music	2.2	1.8	2.0	1.7	0.7	−68	− 59
Country	1.1	1.8	1.7	2.6	0.4	−64	− 85
News	1.5	0.7	1.1	1.0	0.3	−80	− 70
Black	10.9	10.5	8.6	12.1	11.6	+ 6	− 4
Talk	0.6	0.5	0.5	0.3	0.2	−67	− 33
Classical	0.3	0.2	0.2	0.1		—	—
Oldies	2.3	2.7	0.8	0.4	0.4	−83	NC
Spanish			0.2	0.4	1.2	—	+200
Jazz					0.2	—	—
Others	20.6	13.8	21.1	5.8	9.6	−53	+ 66

Markets 1-10, teen-agers, Mon.-Fri., 7 p.m.-midnight

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary	—	—	—	6.8	25.5	—	+275
Top 40	43.6	46.4	39.3	38.4	17.3	−60	− 55
Disco	—	—	4.0	8.1	7.3	—	− 10
Mellow	—	—	1.4	1.3	9	—	− 30
AOR	—	—	16.0	19.1	21.5	—	+ 13
Progressive	14.5	19.2	5.4	1.1	1.9	−87	+ 73
MOR	3.4	5.1	2.8	2.8	2.3	−32	− 18
Good music	2.0	1.6	1.3	1.0	1.4	−30	+ 40
Country	1.0	1.8	1.4	1.7	1.2	+20	− 29
News	2.4	1.4	1.5	1.2	1.4	−42	+ 17
Black	8.2	7.5	6.7	10.4	11.5	+40	+ 11
Talk	1.6	1.0	0.9	1.1	1.3	−19	+ 18
Classical	0.3	0.2	0.2	0.2	0.1	−67	− 50
Oldies	1.8	2.6	0.7	0.4	1.0	−44	+150
Spanish	—	—	0.2	0.5	0.8	—	+ 60
Jazz	—	—	—	—	0.3	—	—
Others	21.1	13.5	18.2	5.9	4.3	−80	− 27

and last year's. The cancellation came about, he said, because the company handling advance promotion for him was late getting started, and when he saw the list of stations signed up he considered it "a bad mix" of markets, too diverse to be treated in a single seminar.

In his letter to Jennings, Podolsky wrote: "I cannot believe that the self-proclaimed 'broadcast industry's number one sales and management trainer and retail specialist' pulled a no-show!"

Jennings, responding to inquiries, said out of 900 seminars and speeches in the last five years, he had missed one—because of an airline cancellation. "I resent the implication of a no-show," he said.

Solution proposed for Air Time creditors

The creditors committee of the financially beleaguered Air Time Inc. (BROADCASTING, March 26, et seq.) have recommended to creditors that they accept a plan worked out by the committee and officials of the media-buying service.

The agreement provides for 100 cents on the dollar to all creditors under the following stipulations: media billings for which Air Time has yet to receive payment from either advertisers or their agencies will be paid in full within 10 days of receipt of the funds; debts for which Air Time had received funds prior to March 31, 1980, will be paid in full over 18 to 24 months, with interest at the rate of 10% per year from July 1, 1980, out of a fund consisting of all of Air Time's income less operating expenses; creditors with aggregate claims of $1,000 or less will be paid in full upon acceptance of the agreement by the requisite number of creditors, and creditors with claims of $2,000 or under may reduce their claims to $1,000 and accept that amount in full.

The committee said that based on Air Time's present cash flow projections, creditors should be paid in full with interest within 18 to 24 months.

Air Time's liabilities are said to be about $8.7 million. The company has about 750 creditors.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC	3 mo. 3/31	$546,893,000	+ 21.0	$24,332,000	− 4.4	.86	$451,607,000	$25,467,000	.91
Adams-Russell	6 mo. 3/30	16,389,000	+ 21.6	1,100,000	+ 44.5	.60	$13,472,000	$761,000	.30
Affiliated Publications	3 mo. 3/30	47,139,000	+ 12.7	1,495,000	− 10.0	.29	41,791,000	1,660,000	.32
Associated Communications	3 mo. 3/31	1,410,100	*	184,100	*	−.08	*	*	
John Blair & Co.	3 mo. 3/31	52,297,000	+ 22.2	1,982,000	− 16.0	.53	42,795,000	2,362,000	.64
Capital Cities Communications	3 mo. 3/31	106,726,000	+ 18.8	15,111,000	+ 28.1	1.14	89,795,000	11,970,000	.87
Cetec Corp.	Year 12/31/79	65,376,000	+ 26.6	1,489,000	+ 47.2	.69	51,623,000	1,011,000	.47
Charter Co.	3 mo. 3/31	1,142,071,000	+115.5	59,045,000	+804.6	2.08	529,772,000	6,527,000	.33
Cohu	3 mo. 3/31	6,073,484	+ 20.6	239,400	+ 17.0	.14	5,034,143	204,502	.12
Cowles Communications	3 mo. 3/31	3,884,000	+ 15.3	1,323,000	+ 17.0	.33	3,367,000	1,130,000	.28
Cox Broadcasting	3 mo. 3/31	69,470,000	+ 24.4	9,231,000	− 1.6	1.37	55,802,000	9,374,000	1.40
Dun & Bradstreet	3 mo. 3/31	282,478,000	+ 35.6	23,147,000	+ 17.9	.83	208,388,000	19,627,000	.70
Eastman Kodak	12 wk. 3/23	2,137,084,000	+ 29.9	215,885,000	+ 9.3	1.34	1,643,984,000	197,487,000	1.22
Gannett Co.	3 mo. 3/31	273,429,000	+ 15.3	27,150,000	+ 13.9	.76	237,119,000	23,829,000	.67
Gross Telecasting	3 mo. 3/31	2,714,871	+ 19.3	712,914	+ 39.1	.89	2,274,686	512,286	.64
Harris Corp.	9 mo. 3/28	918,099,000	+ 18.7	56,522,000	+ 18.0	1.87	773,137,000	47,873,000	1.62
Heritage Communications	3 mo. 3/31	5,249,218	+ 82.4	403,410	+448.3	.13	2,877,088	73,573	.02
Interpublic	3 mo. 3/31	91,513,000	+ 25.4	1,419,000	+ 15.0	.32	72,989,000	1,234,000	.28
Jefferson-Pilot	3 mo. 3/31	215,661,000	+ 9.0	23,145,000	+ 7.0	1.06	197,745,000	21,612,000	.99
Marvin Josephson	9 mo. 3/31	28,810,700	+ 0.2	3,192,700	− 27.1	1.24	28,745,300	4,376,200	1.71
Kansas State Network	6 mo. 2/29	10,833,000	+ 10.2	3,858,000	+257.2	2.05	9,830,000	1,080,000	.60
Knight-Ridder	3 mo. 3/31	257,911,000	+ 16.3	19,166,000	+ 17.0	.59	221,662,000	16,379,000	.50
Lee Enterprises	6 mo. 3/31	68,191,000	+ 18.8	6,633,000	− 1.4	.92	57,382,000	6,722,000	.93
Liberty Corp.	3 mo. 3/31	71,148,000	+ 13.7	7,026,000	− 5.9	.55	62,521,000	7,471,000	.57
LIN Broadcasting	3 mo. 3/31	12,889,000	+ 15.2	2,435,000	+ 12.3	.88	11,186,000	2,168,000	.79
M/A COM	6 mo. 3/29	72,596,000	+ 22.2	5,321,000	+ 48.2	.58	59,365,000	3,590,000	.43
Media General	3 mo. 3/31	79,681,000	+ 25.1	6,568,000	+ 38.0	.91	63,673,000	4,758,000	.64
Meredith Corp.	9 mo. 3/31	263,370,000	+ 9.3	17,249,000	+ 39.8	5.54	240,942,000	12,338,000	3.99
Metromedia	3 mo. 3/30	107,369,000	+ 12.1	8,300,000	+ 20.5	1.80	95,343,000	6,883,000	1.50
MPO Videotronics	Year 10/31/79	22,838,239	+ 8.6	470,539	− 46.2	.86	21,011,176	873,587	1.58
Multimedia	3 mo. 3/31	33,898,631	+ 25.6	3,805,720	+ 17.1	.38	26,988,279	3,249,428	.33
New York Times Co.	3 mo. 3/31	170,381,000	+ 17.4	10,853,000	+ 42.0	.90	145,117,000	7,641,000	.64
Oak Industries	3 mo. 3/31	86,368,000	+ 37.6	3,761,000	+112.4	.72	62,752,000	1,770,000	.46
Ogilvy & Mather	3 mo. 3/31	57,835,000	+ 32.6	1,216,000	+ 52.6	.29	43,611,000	797,000	.20
Post Corp.	3 mo. 3/31	17,798,000	+ 20.6	317,000	− 27.3	.17	14,749,000	436,000	.24
RCA	3 mo. 3/31	1,969,100,000	+ 9.8	78,700,000	+ 26.7	.89	1,792,100,000	62,100,000	.81
Reeves Communications	9 mo. 3/31	29,931,000	+ 50.7	2,352,000	+ 80.7	.97	19,856,000	1,301,000	.57
Rollins Inc.	9 mo. 3/31	285,627,186	+ 15.5	21,440,837	+ 18.1	1.59	247,247,235	18,154,808	1.35
Scientific-Atlanta	9 mo. 3/31	134,874,000	+ 49.5	8,717,000	+ 63.1	1.79	90,193,000	5,344,000	1.27
Storer Broadcasting	3 mo. 3/31	39,523,000	+ 12.6	5,835,000	+ 79.4	.54	35,098,000	3,252,000	.32
Technical Operations	6 mo. 3/29	59,751,000		539,000	− 37.3	.39	59,784,000	860,000	.64
Time Inc.	3 mo. 3/31	664,010,000	+ 23.6	28,307,000	+ 6.3	1.00	536,090,000	26,608,000	.95
TOCOM	9 mo. 3/29	6,251,000	+ 21.8	−175,081	−167.4	−.06	5,131,000	293,244	.10
Transamerica Corp.	3 mo. 3/31	1,076,625,000	+ 14.6	58,759,000	+ 1.1	.90	938,766,000	58,105,000	.88
20th Century-Fox	3 mo. 3/29	210,247,000	+ 31.7	29,926,000	+ 56.7	3.66	159,546,000	19,090,000	2.33
Viacom International	3 mo. 3/29	31,253,000	+ 28.5	3,025,000	− 23.6	.74	24,311,000	3,957,000	1.04
Warner Communications	3 mo. 3/31	427,040,000	− 1.9	35,015,000	+ 13.6	1.23	435,144,000	30,818,000	1.16
Washington Post	13 wk. 3/30	151,225,000	+ 16.0	3,855,000	+152.3	.27	130,317,000	−5,874,000	−.36
Wometco Enterprises	12 wk. 3/22	69,303,000	+ 9.0	3,745,000	+ 10.2	.42	63,536,000	3,398,000	.40
Wrather Corp.	Year 12/31/79	52,410,000	+ 20.7	−1,025,000	−216.0	−.46	43,415,000	883,000	.38
Zenith Radio	3 mo. 3/31	271,000,000	+ 14.1	6,600,000	+ 78.3	.35	237,400,000	3,700,000	.20

* Since Associated Communications did not become operational until March 23, 1979, there are no first quarter comparisons.

MGM: Now they are two

Metro-Goldwyn-Mayer Film Co. has been spun off from Metro-Goldwyn-Mayer Inc., and will include the MGM Television Division as well as theatrical film production operations.

The spin-off was approved by shareholders at a meeting May 30. They received one share of the new company for each share of MGM stock held. As part of the separation, MGM's name has been changed to MGM Grand Hotels Inc., which will conduct the company's hotel-gambling operations.

Financier Kirk Kerkorian, who owns about 47% of the two companies into which MGM was divided, was set to make a tender offer for up to 5% more of the newly created film company's stock at $5 per share. He withdrew the offer last Monday when the stock traded at more than $8 per share on the New York Stock Exchange.

Who views?

The attractiveness of television to the most affluent and better educated segments of the population is underscored in a new report issued by the Television Bureau of Advertising.

TVB used a new R.H. Bruskin study and data from the A.C. Nielsen Co. to buttress its contention that television leads all other media in terms of upscale viewers reached and time spent with the medium.

The report shows that 82% of adults in households with incomes of more than $25,000 are reached daily by television, as against 80% for newspapers, 72% for radio and 37% for magazines. With respect to daily time spent by this same demographic group, television totaled two hours and 27 minutes; radio, one hour and 50 minutes; newspapers, 35 minutes and magazines, 20 minutes. Among college graduates, Bruskin found that 82% were reached daily by TV and spent two hours and 12 minutes with the medium as compared with newspapers, 79% and 36 minutes; radio, 71% and one hour and 93 minutes, and magazines, 45% and 29 minutes.

"Television viewing among the more affluent and better educated is at high levels and increasing," commented Roger D. Rice, president of TVB. "This fact is well recognized by many advertisers who are directing part or all of their TV investments at those particular programs which reach their target audiences effectively and efficiently."

Daily reach, adults, $25,000+

	1980	1975
Television	82%	77%
Newspapers	80%	89%
Radio	72%	72%
Magazines	37%	55%

Daily reach, college graduates

	1980	1975
Television	82%	81%
Newspapers	79%	84%
Radio	71%	76%
Magazines	45%	54%

Daily time spent, adults, $25,000+

	1980	1975
Television	147 minutes	115 minutes
Newspapers	35 minutes	37 minutes
Radio	110 minutes	123 minutes
Magazines	20 minutes	29 minutes

Daily time spent, college graduates

	1980	1975
Television	132 minutes	123 minutes
Newspapers	36 minutes	39 minutes
Radio	93 minutes	95 minutes
Magazines	29 minutes	37 minutes

Top 10 network programs—All TV vs. high income households

	Households $20,000+		All households	
	Rating	Rank	Rating	Rank
Tenspeed & Brown Shoe (ABC)	33.0	1	25.2	8
Three's Company (ABC)	30.9	2	28.0	1
ABC Sunday Night Movie (ABC)	30.5	3	22.6	—
Taxi (ABC)	29.8	4	24.6	10
M*A*S*H (CBS)	29.7	5	25.7	6
Fantasy Island (ABC)	29.2	6	24.2	—
60 Minutes (CBS)	28.0	7	25.9	5
Barney Miller (ABC)	28.0	7	22.9	—
Hart to Hart (ABC)	27.8	9	22.8	—
Happy Days (ABC)	27.6	10	24.4	—
Dallas (CBS)	26.9	—	27.0	2
Little House on the Prairie (NBC)	24.1	—	26.8	3
Dukes of Hazzard (CBS)	25.6	—	26.6	4
Real People (NBC)	26.1	—	25.3	7
Big Event (NBC)	26.5	—	25.0	9

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Bottom Line

Signed, sealed.... Sale of Columbia Pictures Industries' Spanish Theatrical Film Division to Televicine International Distribution Corp. has been completed, meaning that affiliate of Mexico's Televisa S.A. now takes over Columbia's Spanish-language film library of more than 500 titles as well as subdistribution licensing for films starring classic comedian, Cantinflas.

□

No more travel. ABC Inc. said it had sold its Travel Network Corp. to VAC Vacation America at price that "will result in no material gain or loss to ABC." Price was not disclosed but is believed to be in same range at which ABC acquired unit in 1979—less than $5 million. TNC, franchisor of 139 retail travel agencies, had operating losses in 1979 and first quarter of 1980.

□

Reeves record. Reeves Communications predicts record revenues and income for fourth quarter and year ending June 30. Company says it should have revenues of $14 million for quarter and net income of $1.5 million (about 63 cents a share). For year, it expects revenues of about $43 million and net income of $4 million ($1.60 a share) compared to 1979 figures of $30.5 million in revenues and $2.3 million net income ($1.01 a share).

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

TV application

■ San Juan, P.R.—La Fe del Progresso Broadcasting Corp. seeks ch. 30; ERP 2,630 kw vis., 263 kw aur., HAAT: 1,301 ft.; ant. height above ground: 196 ft. Address: Calle No. 1, No. 364 Urb. Hnas. Davila, Bayamon, P.R. 00619. Estimated construction cost $180,000; first-year operating cost $66,000; revenue $330,000. Legal counsel Gammon & Grange, Wash.; consulting engineer: Willis C. Beecher. Principals: Ramon Rodriguez-Nieves. He is Bayamon, P.R. merchant and dairyman. He has no other broadcast interests. Filed Mar. 28.

AM action

■ Price, Utah—DART Inc. granted 1080 khz, 2.5 kw-D. Address: 727 North 3rd East St., Price 84501. Estimated construction costs $92,448; first-quarter operating cost $32,295 and revenue $35,802. Format: standard pop. Principals: James M. Dart (30%) and his wife and children. Dart is manager of book store at College of Eastern Utah. None have other broadcast interests. Action Apr. 11.

FM actions

■ Benton, La.—Benton Broadcasting Corp. granted 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2600 Jewella Ave., Shreveport, La. 71109. Estimated construction cost $81,080; first-year operating cost $91,000; revenue not relied upon. Format: MOR. Principals: Louis Flanigan, Hilry Huckaby III and William C. Monroe, each 33-1/3%. Flanigan works at *Shreveport Sun*. Huckaby is Shreveport lawyer and employs Monroe. None has broadcast holdings. Action Apr. 14.

■ Amherst, Va.—Dismissed application of Ronald Smith for 107.9 mhz, 3.98 kw, HAAT: 1603 ft. Address: 104 Hunter Hill Dr., Hagerstown, Md. 21740. Estimated construction cost $113,500; first quarter operating costs $44,834; revenue $180,000. Format: popular music. Principal is sales rep for WHAG-TV Hagerstown, Md. Action Apr. 14.

FM Licenses

- WBWB Bloomington, Ind.
- KYNG Coos Bay, Ore.
- *WBEK Cherry Hill, N.J.

Ownership Changes

Applications

■ KHIL(AM)-KWCX-FM Willcox, Ariz. (AM: 1250 khz, 5 kw-D; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from Coppertone Communications Inc. to Rex K. Jensen for $340,000. Seller: Burkett H. Wamsley and wife, Elizabeth (48% each) and William Wiseman Jr., (4%). They have no other broadcast interests. Buyer: Jensen owns 52% of KDXT(FM) Missoula, Mont. He is applicant for new FM at Cortez, Colo. Ann. May 29.

■ WLRB(FM) Rehoboth Beach, Del. (FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Marvin Gollub to Resort Broadcasting Ltd. for $326,000. Seller: Gollub owns WMJS(FM) Prince Frederick, Md. Buyer: Gene E. McCoy, Joseph C. Giuliani; and David Schoumacher (one third each); McCoy has real estate interests in Burgettstown, Pa. and Washington. Giuliani is Washington architect and realtor. Schoumacher is anchorman for WJLA-TV Washington. McCoy has 25% interest in applicant for new FM in Mullens, W. Va. Others have no other broadcast interests. Ann. May 29.

■ WSBR(AM) Boca Raton, Fla. (AM: 740 khz, 1 kw-D DA-2;)—Seeks transfer of control of station from Burbach Radio Inc. (100% before; none after) to Howard J. Kotlicky (none before; 100% after). Consideration: $500,000. Principals: Robert H. Burstein (45%), John L. Laubach Jr. (30%), D. Larry Deitch (15%) and Estate of Thomas F. Fleming Jr. (10%). Burstein and Laubach have, in separate partnership, purchased, subject to FCC approval, WXIL(FM) Parkersburg, W.Va. (BROADCASTING, May 19). Others have no other broadcast interests. Kotlicky is Boca Raton, Fla. investor with no other broadcast interests. Ann. May 29.

■ WPOM(AM) Riviera Beach, Fla. (AM: 1600 khz, 1 kw-U)—Seeks assignment of license from Riviera Broadcasting Corp. to L.J. Communications for $1.05 million. Seller: Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer: La Marr J. Jackson (61%), Garth C. Reeves (17%), Vincent A. Henry (16%) and William C. Jones (6%). Jackson is affirmative action co-ordinator for Monroe (N.Y.) county government. Reeves is president, publisher and principal owner of *Miami Times*. Henry is student in Philadelphia. He is son of Ragan Henry who is president and principal owner of Broadcast Enterprises National, group owner of five AM's, three FM's and one TV. Jones is Midlothian, Va., physician. Jackson is director and less than 1% stockholder of Post Corp., Appleton, Wis.-based group owner of two AM's, one FM and five TV's. Jones is 2.3% owner of Broadcast Enterprises National. Ann. May 29.

■ WRAJ-AM-FM Anna, Ill. (AM: 1440 khz, 500 w-D; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Anna Broadcasting Co. to Union Broadcasting for $300,000. Seller: Donald C. Michel who has no other broadcast interests. Buyer: Eugene F. Stratemeyer (51%) and wife Charlene (49%). They own Metropolis, Ill. farm and farm service company which sells agricultural related supplies and equipment. They have no other broadcast interest. Ann. May 29.

■ WNON(FM) Lebenon, Ind. (FM: 100.9 mhz, 3 kw)—Seeks assignment of license from Boone Communications Inc. to Broadcast Communications Inc. for $264,000. Seller: Warren Wright (51%) and wife, Vivian (49%). They have no other broadcast interests. Buyer: James T. Morris, James B. Mathis and Emmett E. DePoy (21.5% each) and 5 others with less than 10% each. Morris is vice president of Lilly Endowment, Indianapolis. Mathis and Depoy are vice presidents and 33.33% owners of WFBM(AM) Noblesville, Ind. Buyers have no other broadcast interests. Ann. May 29.

■ WKDJ(FM) Winchester, Ky. (FM: 100.1 mhz, 3 kw)—Seeks transfer of control of WKDJ Inc. from William Potts, Noah Daniel, Bob Walcott and Richard Albright (100% before; none after) to William H. Hodgekin, Robert L. Rose and William Caywood (30% each) and Arthur Walson (10%) (none before; 100% after). Consideration: $31,000. Principals: Transferors each own 25% of station. Potts is 25% owner of WSLV(AM) Ardmore, Tenn. Albright is 25% owner of WDKN(AM)-WTNQ(FM) Dickson, Tenn. and 25% owner of WSLV. Daniel and Walcott have no other broadcast interests. Hodgekin is Clark County, Ky., banker. Rose is Winchester attorney. Caywood is with sales dept. of WTVQ-TV Lexington, Ky. Walson is Clark County court clerk and realtor. They have also purchased, subject to FCC approval, WWKY(AM) Winchester, Ky. Ann. May 29.

■ KNOC(AM)-KDBH(FM) Natchitoches, La. (AM: 1450 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Seeks transfer of control of Natchitoches Broadcasting from B. Hillman Bailey Jr. (50% before; none after) to Robert Burk, Karl Bailey and David Bailey (50% before; 100% after). Consideration: $200,000. Principals: B. Hillman Bailey is father of transferees Karl and David. He has no other broadcast interests. Three transferees are employed at station and have 16.66% stock ownership interest each. Subsequent to transaction each will own one third of station. Burk is commercial manager and supervisor of sales/accounting. Karl Bailey is stations manager and director of engineering. Brother, David is vice president, sales. They have no other broadcast interests. Ann. May 29.

■ WJBQ-FM Scarborough, Me. (FM: 106.3 mhz, 3 kw)—Seeks assignment of license from Greater Portland Radio Inc. to Dirigo Communications Inc. in exchange for WDCS(FM) Portland, Me. Seller: Marjorie Bride (51%) and husband, John (49%). They also own WJBQ(AM) Westbrook, Me., and WMBA(AM) Ambridge, Pa. John owns 20% of WAZE(AM) Clearwater, Fla. Buyer: Frederic A. Miller (100%). He owns WCAS(AM) Cambridge, Mass., and is permittee of WDCI(AM) Gorham, Me. Ann. May 29.

■ WMSA(AM) Massena, N.Y. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Johnson Newspapers Corp. to 1340 Broadcasting Corp. for $210,000. Seller: Watertown, N.Y.-based publisher/group owner which is liquidating its broadcasting holdings. It has sold, subject to FCC approval, WWNY(AM) Watertown, N.Y., to same buyer (BROADCASTING, Feb. 25). It also owns WWNY-TV Carthage, N.Y. John B. Johnson is president and principal owner. Buyer: McCaffrey and McCall Inc., employee owned New York-based advertising company. David B. McCall is chairman and 37% owner. It has no other broadcast interests. Ann. May 29.

■ WDXY(AM) Sumter, S.C. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from TAGR Corp. to Dailey and Reich for $493,000 including $175,000 for consulting and noncompete agreements. Seller: Carter C. Hardwick Jr. (75%) and Harry Fogel (25%). Hardwick has no other broadcast interests. Fogel owns WINH(AM)-WGMB(FM) Georgetown, S.C. and has sold his interest (38.5%) in WLSC(AM) Loris, S.C. (BROADCASTING, Mar. 24). Buyer: Calvin E. Dailey Jr., and Raymond F. Reich (50% each). They own and operate WLIT(AM) Steubenville, Ohio. Dailey is applicant for new FM in Ripley, W.Va. Ann. May 29.

■ WENR(AM) Englewood, Tenn. (AM: 1090 khz, 1 kw-D)—Seeks assignment of license from Winner Broadcasting Co. to Mel-Lin Inc. for $149,000. Seller: Sidney R. Kean and wife, Mary Sue (50% each). They have no other broadcast interests. Buyer: Lawrence R. Picus (100%). Picus is principal owner of company that has 49% ownership interest in WOBS(AM) New Albany, Ind. He owns 100% of WFNE(FM) Forsyth, Ga. Ann. May 29.

■ KTUE(AM) Tulia, Tex. (AM: 1260 khz, 1 kw-D)—Seeks assignment of license from Cardiff Broadcasting Co. to JMcC Broadcasting Inc. for $165,000. Seller: Cardiff Industries, publicly owned publishing and cable TV company, which owns KRDF-FM Spearman, Tex., and is applicant for new FM in Tulia, which it will withdraw upon FCC approval of instant transaction. V. L. Patterson is president. Buyer: Jimmy R. McClendon. He owns farm machinery repair co. and movie theater, both Tulia. He is applicant for new FM in Tulia. Ann. May 29.

■ KNTO(FM) Wichita Falls, Tex. (FM: 103.3 mhz, 100 kw)—Seeks assignment of license from Wichita Radio Corp. to Sunshine Radio Co. for $300,000 ("distress sale"). Price may decrease, pending completion of appraisals to meet 75% fair market price prescribed for "distress sale" conditions. Seller: Max M. Leon who has no other broadcast interests. Buyer: Minority controlled corporation owned by Karen Dorsey (50%), Christine Stonbely and Anthony S. Brandon (16.67%)

AMID ESCALATING PROSPECT OF COMMUNICATIONS LEGISLATION

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The newsweekly of broadcasting and allied arts

Our 49th Year 1980

ALREADY POPULAR AMONG WOMEN, THE DONAHUE SHOW HAS JUST WON OVER TWO MORE.

1980 Daytime Emmy Awards for Outstanding Talk, Service or Variety Series: Richard Mincer, Executive Producer. Patricia McMillen, Senior Producer. Darlene Hayes and Sheri Singer, Producers. Outstanding Host: Phil Donahue.

DONAHUE

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Broadcasting Jun 23

The Week in Brief

TOP OF THE WEEK

HOLLINGS BILL ABOUT READY ☐ The Senate will mark up the communications revamp legislation tomorrow. NAB objects to the elimination of signal carriage restrictions, wants time; NCTA and AT&T appear satisfied. **PAGE 21.**

PTAR HARVEST ☐ Broadcasters say that in the decade since the prime-time access rule was adopted, the time slot has generated profits and audiences. Syndicators want PTAR retained. **PAGE 22.**

MAGNUSON CHALLENGED ☐ Veteran broadcaster, Lloyd Cooney, declares Republican candidacy for Senate seat held by veteran Democrat. **PAGE 23.**

KALB TO NBC ☐ The veteran CBS News and diplomatic correspondent jumps network. Leonard's statement on Kalb's contractual demands is questioned. **PAGE 23.**

QUELLO OR WHO? ☐ The White House search team is making its final screening before it recommends a name for the FCC as Quello's term nears end. **PAGE 25.**

BUSINESS

VISITOR FROM THE NORTH ☐ Canadian Cablesystems Ltd., bidding to be the biggest cable operation in Canada and the U.S., is out to attract American investors. **PAGE 26.**

VALENTE OUT AT RCA ☐ The end comes after less than six months in the presidency. Griffiths creates an office of the chairman to run the company. **PAGE 28.**

M-E LOOKS AT '80 ☐ Agency's Coen predicts national TV expenditures will reach $8.4 billion, national radio, $980 million. **PAGE 28.**

MCI OVER AT&T ☐ Award of $1.8 billion in the antitrust suit is seen as a prelude to continued fights in higher courts. **PAGE 29.**

JOURNALISM

FIRST HURRAHS COMING ☐ The national networks move equipment and personnel into place to report the summer national political conventions. **PAGE 34.**

MEDIA

BIENVENUE IN MONTREAL ☐ The few pessimistic remarks by Canadian government spokesmen fail to lessen the euphoria of Broadcaster Promotion Association and Broadcast Designers Association delegates at their most successful seminar. **PAGE 38.** One highlight was the recognition of the best in promotion and design. **PAGE 40.**

PROGRAMING

NBC-TV PICKS UP STEAM ☐ The network moves into second place in ratings with its best showing in months. **PAGE 44.**

SUTTON APPOINTMENT ☐ NBC makes it official, a move that may lead to resignations of Biggers and Mohamad. **PAGE 47.**

LAW & REGULATION

CLEAN BILL ☐ The FCC staff finds the three commercial networks have no monopoly over broadcasting. The PTAR, syndication and financial interest rules are said to be regulatory failures. **PAGE 49.**

VAN DEERLIN GETS HIS BILL ☐ The House Communications Subcommittee approves a measure that will significantly affect the Communications Act and common carriers. **PAGE 50.**

PERTSCHUK EDICT STANDS ☐ The Supreme Court refuses to review the decision that FTC chairman was free to discuss his views on the children's TV inquiry. **PAGE 51.**

FACE-OFF ON CHILDREN'S TV ☐ Filing comments at FCC, broadcasters present a united front against the proposal to establish guidelines. **PAGE 52.**

TECHNOLOGY

HOME COMPUTERS ☐ An increasing number of companies are gearing to capitalize on consumer video applications. **PAGE 58.**

PROFILE

VISION BECAME REALITY ☐ A Korean War vet joined the CBS mailroom back in 1954 on a hunch that broadcasting offered a future to him. John McCrory further proved his intuition was right last March when he stepped into the presidency of Times Mirror Broadcasting. **PAGE 81.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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of the AM spectrum travels to Geneva this week for the first of what will be several meetings with the International Telecommunication Union's International Frequency Registration Board. The U.S. will be represented by Wilson LaFollette, chief of the FCC Broadcast Bureau's engineering branch, and Steven D. Selwyn, of the international staff in the commission's Office of Science and Technology. Seven other countries are represented on the panel—Canada, Argentina, Brazil, Mexico, Cuba, Uruguay and Peru.

Among the principal projects on which the panel will advise the IFRB are the parallel studies it will make of the efficiency of 9 khz as opposed to 10 khz channel spacing. A decision on the controversial question of whether the existing 10 khz spacing should be reduced, as urged by the U.S., was deferred to the second session after the Region 2 member countries were unable to reach a consensus on the issue at the first session, in Buenos Aires last March (BROADCASTING, March 24).

The panel also will aid in establishing the data base—of existing and planned stations in the hemisphere—that the conference will use in drafting the AM spectrum-use plan.

The second session will be held in November 1981, but the site has not yet been determined.

Status report on home VTR make-up

RCA has increased its share of the home video recorder market in 16 major metropolitan areas to 34.9%, up from 25.1% a year earlier, while Sony's share, in first place a year ago with 28.7%, has dropped to a second-place 20.0%, according to surveys by Media Statistics Inc., Silver Spring, Md.

The surveys were conducted in January-March 1979 and 1980 (with an intervening one in August-December 1979). The latest was based on a sample of more than 20,000 TV homes, the research firm said, and found 365 home video recorder owners, or slightly fewer than 2%.

Panasonic remained in third place, but its share dropped to 9.0% from 14.1%, while Magnavox moved from fifth to fourth place, rising to 8.7% from 6.7%, according to Media Statistics. Zenith dropped from a fourth-place 8.9% to a fifth-place 7.4%, and Quasar climbed from 2.6% to 5.5%. Three companies were shown with 2.2% shares: Sanyo, JVC and Sears. General Electric's share was put at 2.1%, Curtis-Mathes's at 1.4% and Sharp's at 1.1%, while Sylvania, Toshiba, Philco and Hitachi were shown with less than 1% each.

The number of home recorders using the Beta format declined from 42.8% in the January-March 1979 study to 32.6% in the same period this year, while those with the VHS format increased to 67.4% from 57.2%.

The markets surveyed—as part of Media Statistics' Mediatrends radio audience surveys in these markets—were New York; Chicago; Los Angeles; Philadelphia; Atlanta; Boston; Cleveland; Dallas-Fort Worth; Denver; Boulder, Colo.; Detroit; Fresno, Calif.; Milwaukee; St. Louis, San Francisco, Washington and Houston.

FCC study plots use of TV spectrum

The FCC has completed a report on television channel utilization which shows by market, for commercial and noncommercial channels, the number of VHF and UHF channels licensed, the number for which construction permits have been granted, the number for which an application has been filed and the number of UHF channels allocated for television but not available until further FCC action.

The report lists television utilization in 609 markets. In the top 100 markets, the report shows a total of 265 VHF allocations and 333 UHF allocations on commercial channels. None of the VHF's is unoccupied; 86 of the UHF's are vacant.

In the top 100 markets 48 VHF channels and 175 UHF are allocated to noncommercial use. Of that total, one VHF noncommercial channel (in Salt Lake City/Ogden) is vacant. Seventy-five U's are still unoccupied.

The study also listed two commercial and two noncommercial VHF vacancies in markets 101-150. The commercial vacancies are in the Boise/Nampa, Idaho, market, the noncommercial vacancies are in Reno and Amarillo, Tex.

FCC's chart follows:

Use of television channels as of Dec. 31, 1979

Market designations a/

Channel status	1-50		51-100		101-150		151-200		201-609		Total U.S. b/		Commonwealth and Possessions 610-626	
Commercial channels														
	V	U	V	U	V	U	V	U	V	U	V	U	V	U
Total allocated c/	157	190	108	143	112	95	65	78	136	142	578	648	12	23
Licensed d/	157	79	107	53	109	31	57	19	70	25	500	207	10	1
Construction permit e/	—	31	1	12	1	10	2	9	3	7	7	69	1	—
Application	—	48	—	24	—	11	2	3	8	20	10	106	—	
Vacant	—	32	—	54	2	43	4	47	55	90	61	266	1	22
Noncommercial channels														
Total allocated c/	31	99	17	76	21	56	15	46	52	293	136	570	6	8
Licensed d/	28	55	17	35	17	21	10	11	34	47	106	169	4	—
Construction permit e/	1	2	—	3	2	2	—	—	2	5	5	12	—	—
Application	1	2	—	3	—	3		2	1	5	2	15	—	—
Vacant	1	40	—	35	2	30	5	33	15	236	23	374	2	8

a/ The market designation are those used in the FCC industry market reports of television broadcast financial data. The markets numbered 1-212 are in approximate Arbitron rank by ADI television households, 1978. Additional markets numbered 213-609 are listed alphabetically by states; the markets in Alaska and Hawaii are included in this group. The markets in Guam, Puerto Rico and the Virgin Islands are numbered 610-626.

b/ Excludes 24 UHF channels assigned for land mobile use and not available until further FCC action.

c/ VHF and UHF channels allocated for commercial use but reserved or used for noncommercial use are included with noncommercial channels. UHF channels assigned for land mobile use and not available until further action by the commission are excluded.

d/ May include stations licensed but not on the air.

e/ May include stations not licensed but on the air with program test authority.

For the Record®

As compiled by BROADCASTING June 9 through June 13 and based on filings, authorizations and other FCC actions.

Abbreviations AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Homer, Alaska—Peninsula Communications Inc. seeks 620 khz, 5 kw-U. Address: Diamond Ridge Rd., Homer 99603. Estimated construction costs: $40,950; first year operating cost: $6,000; revenue: $78,000. Format: Beautiful music. Principals: David F. Becker and wife, Eileen (48.2% each) and two others. They own KGTL(FM) Homer. Becker is chief engineer at KGTL Homer, and with Eileen, owns Heady Hotel, Homer. Peninsula has filed for FM translator on 102.3 mhz. Ann. Mar. 28.

■ Raleigh, N.C.—Capital Area Broadcasting Co. seeks 570 khz, 500 w-D. Address: 819 Hadley Rd., Raleigh 27610. Estimated construction costs: $20,500; first quarter operating cost: $37,395; revenue: $216,000. Format: Black. Principals: Paul C. Engram Jr. (40%), Dorothy Allen, Leroy Ellis and Carlton Fellers (20% each). Engram is president and 50% owner of Raleigh public relations and advertising co. Allen is executive director of Raleigh community action agency. Fellers is Raleigh attorney. Ellis is employed with U.S. Postal Service. They have no other broadcast interests. Ann. May 23.

■ Raleigh, N.C.—Interstate Broadcasting System Inc. seeks 570 khz, 500 w-D. Address: PO 543 Raleigh 27611. Estimated construction costs: leased; first-quarter operating cost: $54,900; revenue: $465,000. Format: RB/Jazz/Gospel. Principals: Samuel Tate, president of applicant and Charles Gabriel (26% each) and six others (8% each). Tate is director of Continuing Education Dept., Catawba Valley Technical College, Hickory, N.C. Gabriel owns chemical and industrial research firm, Newton, N.C. Tate has 26% interest in applicant for new AM in Blowing Rock, N.C. Gabriel has no other broadcast interests. Applicant intends to lease facilities used by former licensee of WLLE(AM) Raleigh (license revoked). Ann. May 23.

■ Raleigh, N.C.—Special Markets Media Inc. seeks 570 khz, 500 w-D. Address: 2403 Brenda Dr., Raleigh 27610. Estimated construction costs: $42,000; first quarter operating cost: $37,500; revenue: $65,100. Format: RB/Gospel. Principals: Prentice J. Monroe (75%) and husband, Henry (25%). Prentice is office manager of *The Carolinian*, black weekly newspaper, Raleigh. Henry is sales and special markets representative for Capital Coca-Cola Bottling Co., Raleigh. They have no other broadcast interests. Ann. May 23.

FM applications

■ Fairbanks, Alaska—Northern Television Inc. seeks 102.5 mhz, 3.1 kw, HAAT: 10 ft. Address: PO 2200 Anchorage, Alaska 99510. Estimated construction cost: $6,200; first-quarter operating cost: $11,250; revenue: $60,000. Format: Beautiful. Principals: A.G. Hiebert, president (42.265%) and 40 others. Northern Television seeks waiver of one-to-a-market rule regarding instant application. It is licensee of KBYR(AM)-KNIK(FM)-KTVA(TV) Anchorage and KFRB(FM)-KTVF(TV) Fairbanks, Alaska. It is also operating, under special temporary authorization, 50 kw AM in Valdez, Alaska. They also operate translators, three "mini-TV" stations and one low-power FM on Alaska's North Slope. Ann. June 5.

■ Ft. Walton Beach, Fla.—SJK Inc. seeks 96.5 mhz, 100 kw, HAAT: 576 ft. Address: 2218 DeRussey Rd. S.E., Huntsville, Ala. 35801. Estimated construction cost: $301,600; first year operating cost: $75,000; revenue: $300,000. Format: Contemporary. Applicant is resubmitting its application—which was returned as unacceptable for filing by Broadcast Bureau on Mar. 25—along with petition for reconsideration. Original ant. site would have been short spaced by 5 miles with ant. site of WOWW(FM) Pensacola, Fla. Principal owner is M. Davidson Smith III who is president and principal owner of WAAY(AM) Huntsville, Ala., and WUNE(AM) Ft. Walton Beach. Ann. June 5.

■ Lewiston, Idaho—KRLC Inc. seeks 106.9 mhz, 99 kw, HAAT: 1,230 ft. Address: 8th and Stewart Box 287 Lewiston, Idaho. Estimated construction cost: $167,800; first-quarter operating cost: $24,759; revenue: $30,000. Format: Contemporary. Principal: Douglas A. MacKelvie (99.99%) and wife Betty (.01%). They own KRLC(AM) Lewiston. Ann. June 2.

■ Metropolis, Ill.—Fort Massac Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 190 ft. Address: Rt. 3 Metropolis, 62960. Estimated construction cost: $58,200; first year operating cost: $29,000; revenue: $50,000. Format: Beautiful music. Principals: Kathryn Eickholtz, Virgil Smith, Tom Pullen, Wisteria Humma, John Lurie, Velma Park, Billie Jo Paris and Don Medley (11.11% each) and Robert Chase and brother, Ralph (5.55% each). Eickholtz owns townhouse apartments and 50% of car dealership, both Metropolis. Smith is director of bank in Metropolis. Pullen is Metropolis banker and Brownfield, Ill., farm owner. Humma is housewife. Lurie is Metropolis medical student interning in Florida. Park is Metropolis housewife. Paris is Metropolis accountant. Medley is president of Harrisburg, Ill., hardware store. Robert Chase is Metropolis chief judge and Ralph Chase is Louisville, Ky., stock broker. Applicant is licensee of WMOK(AM) Metropolis. Ann. June 2.

■ Tallulah, La.—SCO-KIM Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: PO 1112 Tallulah 71287. Estimated construction cost: $37,800; first-quarter operating cost: $2,535; revenue: $40,280. Format: Pop-CW. Principal: Chris C. Kimbell, Jr. and wife Valerie (100% jointly). They own and operate KTLD(AM) Tullulah. Ann. June 5.

■ *St. Peter, Minn.—Minnesota Public Radio seeks 90.5 mhz, 100 kw, HAAT: 680 ft. Address: 400 Sibley St., St. Paul, Minn. 55101. Estimated construction cost: $303,500; first year operating cost: $104,700; revenue: $303,500. Format: Educational. Principal: Non-profit corporation, which operates educational network of radio stations. William H. Kling is president. It is licensee of KSJR(FM) Collegeville; KSJN-AM-FM Minneapolis/St. Paul; WSCD(FM) Duluth; KRSW(FM) Worthington/Marshall; KLSE(FM) Rushford, all Minnesota, and KLCD(FM) Decorah, Iowa. Ann. June 2.

■ Haskell, Tex.—Rolling Plains Broadcasting Corp. seeks 95.5 mhz, 100 kw, HAAT: 529 ft. Address: 1102 N. Ave. G Haskell 79521. Estimated construction cost: $191,643; first-quarter operating cost: $19,000; revenue: $144,000. Format: CW. Principals: Kenneth Lane and wife, Nelda (50% each). Ken is Haskell farm owner. Nelda is housewife. They have no other broadcast interests. Ann. May 29.

■ Laramie, Wyo.—Wyoming Ninety-Five seeks 95.1 mhz, 100 kw, HAAT: 1,231 ft. Address: P.O. 27322 Los Angeles 90027. Estimated construction cost: $74,800; first quarter operating cost: $16,700; revenue: $8,200. Format: Contemporary. Principals: Arthur James and Steven Fuss (50% each). James is president and principal owner of TV game show production co., Los Angeles. Fuss is marketing and purchasing consultant in Los Angeles. He is applicant for new FM's in Taft and Weed, Calif. Ann. May 29.

■ Powell, Wyo.—Camdeck Corp. seeks 92.9 mhz, 100 kw, HAAT: 1857 ft. Address: P.O. 100 Jackson, Wyo. 83001. Estimated construction cost: $126,275; first-quarter operating cost: $28,350; revenue: $167,400. Format: Variety. Principals: Robert Campbell and wife, Maria (25.5% each), Don B. Decker and wife, Nancy (24.5% each). Campbells own KSGT(AM) Jackson and 65% of KMER(AM) Kemmerer, both Wyoming. Deckers own remaining 35% of KMER. Four also own property management co. in Kermerer. Ann. May 29.

■ Powell, Wyo.—Jack H. Jenson seeks 92.9 mhz, 100 kw, HAAT: 1,657 ft. Address: P.O. 3788 Butte, Mont. 59701. Estimated construction cost: $79,000; first year operating cost: $30,000; revenue: $120,000. Format: Rock. Principal: Jenson is general manager and 50% owner of KQUY-FM Butte. Ann. May 29.

TV application

■ *Fairfax, Va.—Central Virginia Educational Television Corp. seeks ch. 56; ERP 1045 kw vis., 104.7 kw aur., HAAT: 727 ft.; ant. height above ground: 689 ft.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air lice ses

Journalists, public win in Richmond Newspapers case
Tightened network race reflected in May sweeps

Broadcasting ® Jul 7

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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Who needs perceptual market research, anyway?

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WIBW Television: Solid #1 in Topeka
KGW Radio: Solid #1 in Portland
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Broadcasting Jul7

The Week in Brief

TOP OF THE WEEK

SWEEP STORY ☐ May sweep results show ABC and CBS vying for prime-time victories in the top-100 markets, while NBC posts the largest audience gains from the year before. **PAGE 25.**

OPEN COURTS ☐ The Supreme Court rules in the Richmond Newspapers case that trials, except for "overriding reasons," must be open to the public and press. **PAGE 27.**

MUDD MOVES ☐ The CBS correspondent makes up his mind and decides to go to NBC next year as chief Washington correspondent—a newly created position. **PAGE 28.**

LAW & REGULATION

TOGETHER ☐ NOW and United Church announce station-by-station investigation of EEO practices. **PAGE 29.**

TURNED DOWN ☐ The FCC denies the NAB's contention that the commission's EEO guidelines are "quotas" and rejects a petition for reconsideration of them. **PAGE 30.**

FOUR-WAY TRADE ☐ The FCC approves a complex transaction that results in the first minority-controlled station in Rhode Island. In the process the commission grants a waiver of its one-to-a-market rule and lets Outlet Co. acquire an FM in the same market as its WJAR-TV Providence, R.I. **PAGE 30.**

CROSSOWNERSHIP CODIFICATION ☐ House Communications Subcommittee passes bill introduced by Allan Swift that would make the FCC's rules on broadcast-newspaper crossownership holdings into law. **PAGE 33.**

ANOTHER OPINION ☐ In a new book, a Hofstra University professor says that FCC policies have promoted broadcast profit rather than programing diversity. **PAGE 34.**

BUSINESS

GROWTH ORIENTED ☐ Harris Corp. Chairman Boyd tells New York security analysts that his company's sales for 1980 should be about 20% above last year's. That's the goal the company has set for itself. **PAGE 35.**

LOWERING EXPECTATIONS ☐ CBS's new president, Thomas Wyman, sees his company taking a downturn in second-quarter earnings and per-share earnings for the year. **PAGE 35.**

BIG BACKERS ☐ Warburg study shows that for the first time in two years, banks take the lead in making new loans to the cable industry. **PAGE 36.**

PROGRAMING

PAY-TV FEARS ☐ ABC executives say the Duran-Leonard fight may have been a turning point in the bidding wars between pay and free TV. **PAGE 38.**

BUFFALO BATTLE ☐ A fight over which Buffalo, N.Y., station gets to broadcast Group W's *P.M. Magazine* goes to U.S. District Court in Washington. **PAGE 40.**

MEDIA

BLACK PERSPECTIVE ☐ The Black Music Association gathers in Washington and features sessions on programing, ownership and financing. **PAGE 43.**

STV FOR DC ☐ FCC administrative law judge approves application for minority-owned subscription TV station in Washington. **PAGE 43.**

JOURNALISM

SUPERFICIAL ☐ That's how a George Washington University study characterizes media coverage of the presidential race, with more attention paid to the vote totals than to the qualities of the candidates. **PAGE 47.**

TECHNOLOGY

CONGLOMERATE ☐ AP, 11 newspapers and a Columbus, Ohio, computer firm join to test the feasibility of electronic delivery of newspapers. **PAGE 49.**

SONY'S LATEST ☐ The company introduces a prototype of its "Video Movie" unit—a four-pound videocassette recorder with sound for home use with a less-than-$1,000 expected price tag. **PAGE 49.**

PROFILE

ONE-MAN THINK TANK ☐ The FCC's chief scientist, Stephen Lukasik, has degrees in physics, experience in industry and at the Rand Corp. and the goal of keeping the FCC on top of technological changes. **PAGE 73.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Vol. 99 No. 1

TOP OF THE WEEK

NBC stations inch upward in May sweeps

Tighter network race is reflected in Arbitrons as ABC and CBS battle for top spots and also-ran picks up viewers in majority of markets

ABC's TV affiliates and those of CBS ran nip and tuck for prime-time leadership in Arbitron's May sweep, but the clear winners—in terms of audience gains from a year earlier—were NBC's.

CBS appeared to win it in total homes delivery while ABC edged in front in number of affiliates taking first place in their markets. Although still in third place in both total homes and first-place rankings, NBC affiliates showed audience increases in more than three-fourths of their markets.

NBC researchers, based on Arbitron's 8-11 p.m. NYT reports for all 215 markets, showed ABC affiliates delivering 12,195,000 homes per average quarter-hour, as against 11,887,000 for CBS affiliates and 11,429,000 for NBC stations. That put ABC 2.6% ahead of CBS and 6.7% in front of NBC.

CBS researchers said their 8-11 p.m. calculations agreed that ABC was slightly ahead in homes delivery, but that when the "other" prime-time hour—7-8 p.m. NYT on Sunday—was added in, CBS came out first with a 12,167,000 average, to ABC's 11,995,000 and NBC's 11,273,000. By this reckoning, CBS was up 1.4% on ABC and 7.9% on NBC.

ABC researchers, using still another basis for comparison—8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday, with all local programing excluded—agreed that CBS led in homes, though their figures were somewhat different: 12,139,000 for CBS, 11,972,000 for ABC, 11,174,000 for NBC.

In markets where all three networks have affiliates, CBS's count put ABC outlets in first place in 54, CBS affiliates in 52 and NBC affiliates in 39. NBC's count gave ABC one fewer first-place rank but jibed with CBS's in other respects.

CBS and NBC affiliates both had 52 second-place finshes and ABC had 33, while third place was occupied by 50 ABC, 46 NBC and 33 CBS affiliates, according to the CBS compilations. All counts include ties.

Compared with a year ago, NBC reported gains in home delivery in 135 markets and declines in 25, with CBS up in 110 and down in 41, and ABC up in 12, down in 151. CBS's compilations put NBC up in 137 markets, down in 28; CBS up in 110, down in 41; ABC up in 11, down in 154. ABC, using a different base, had NBC up in 128, down in 29; CBS up in 116, down in 35, and ABC up in 13, down in 149.

In the top 100 markets, ABC had 40 first places, CBS 37 and NBC 26, including ties (see table).

But, over-all. A decline in network TV audience shares in prime time during May and June is puzzling network researchers. It comes when total TV usage is up, so some wonder whether it signals the beginning of a trend. Nobody knows for sure what it means, and some aren't sure it means anything. They want to wait and see if it keeps happening.

Nielsen figures show that prime-time homes using TV (HUT) levels in May were up 2% from a year ago and in June rose 1% above June 1979. But at the same time, the networks' combined prime-time ratings were dropping. For the second quarter, the three-network average was 46.7, or 2% below the second quarter of 1979. Combined network shares in the same period dropped by about 3.5%, to 83% of viewing households. With TV usage up, the missing network viewers must be going somewhere—to watch independents, public broadcasting, cable, pay cable or home videocassette recoders, or to play video games. But it isn't clear where they're going. "It could be the beginning of a trend," one network research executive said, "but we'll have to see a lot more data. And with the political conventions and campaigns, the third quarter is going to be atypical, so we probably won't get another clear look until the fourth quarter." He also noted that even with the rating decline, total network audience is up, thanks to the increase in TV homes since a year ago. In second quarter 1979, he said, the average combined-network prime-time audience was 35,540,000 households, whereas in this year's second quarter it was 35,630,000.

This table shows the May prime-time rankings of TV network affiliates in the top 100 ADI's (areas of dominant influence), as extracted by BROADCASTING from NBC researchers' compilations covering all 215 Arbitron markets. The numbers in the HH column represent thousands of homes delivered in average quarter-hour (add 000). The percentages (%) represent changes from the May 1979 sweeps; dashes (—) indicate no affiliate in the market. Boldface numbers indicate the top network in each market. The household figures are from Arbitron's station daypart section, Sunday through Saturday, 8-11 p.m. NYT. They include any local programing that may have been presented during those hours but do not include Sunday 7-8 p.m. NYT. The measurement period was April 30-May 27.

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
1 New York	**1033**	- 13	884	- 7	876	5
2 Los Angeles	**583**	- 20	450	- 7	552	10
3 Chicago	**467**	- 11	406	0	403	13
4 Philadelphia	**452**	- 16	344	- 5	297	4
5 San Francisco	**282**	- 12	236	10	208	19
6 Boston	**306**	- 5	254	5	241	14
7 Detroit	**298**	- 13	254	- 6	264	17
8 Washington	178	- 20	**219**	5	178	18
9 Cleveland	**258**	- 12	205	10	205	6
10 Dallas-Fort Worth	**200**	- 15	199	11	180	19
11 Pittsburgh	**229**	- 13	221	8	140	1
12 Houston	**179**	- 11	170	17	156	8
13 Minneapolis-St. Paul	**144**	- 2	138	- 1	100	- 12
14 St. Louis	145	- 15	**154**	8	145	4
15 Miami	**162**	- 15	155	- 8	145	14
16 Atlanta	118	- 19	157	10	**171**	20
17 Seattle-Tacoma	**145**	- 10	115	- 22	125	15
18 Tampa-St. Petersburg, Fla.	113	- 4	**162**	1	145	5
19 Baltimore	**166**	- 9	151	6	146	22
20 Hartford-New Haven, Conn.	**148**	- 7	135	- 9	57	10
21 Denver	**128**	- 10	102	6	112	5
22 Indianapolis	117	- 20	**123**	13	122	16

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
23 Sacramento-Stockton, Calif.	**134**	– 4	97	2	113	15
24 Portland, Ore.	**112**	– 10	108	5	98	15
25 San Diego	**106**	– 8	90	3	66	6
26 Milwaukee	**111**	– 10	102	7	95	8
27 Kansas City, Mo.	**114**	– 5	107	20	107	34
28 Cincinnati	110	– 11	111	5	**112**	23
29 Buffalo, N.Y.	**100**	– 15	95	2	91	6
30 Nashville	84	– 8	**124**	9	115	15
31 Phoenix	**88**	– 16	85	0	86	26
32 Charlotte, N.C.	92	– 12	**117**	8	37	– 5
33 Memphis	75	– 13	**103**	11	84	12
34 New Orleans	91	– 21	**115**	6	89	24
35 Columbus, Ohio	103	– 10	**107**	9	86	25
36 Ashville, N.C.-Greenville-Spartanburg, S.C.	81	– 15	98	22	**108**	17
37 Grand Rapids-Battle Creek-Kalamazoo, Mich.	56	– 16	78	1	**81**	31
38 Providence, R.I.	106	– 9	65	7	**114**	21
39 Oklahoma City	64	– 26	69	– 8	**73**	– 13
40 Orlando-Daytona Beach, Fla.	**85**	– 19	74	– 5	84	2
41 Charleston-Huntington, W. Va.	70	– 11	83	20	**103**	6
42 Raleigh-Durham, N.C.	85	– 9	**92**	11	28	33
43 Louisville, Ky.	57	– 22	**83**	8	78	10
44 Dayton, Ohio	73	– 4	**92**	2	56	– 5
45 Harrisburg, Pa.	57	– 12	39	11	**88**	22
46 Norfolk-Portsmouth-Newport News-Hampton, Va.	71	– 19	**81**	8	71	15
47 Salt Lake City	69	– 17	**74**	19	72	24
48 Albany-Schenectady-Troy, N.Y.	80	– 16	64	– 3	**81**	– 1
49 Birmingham, Ala.	**119**	– 14	36	0	80	4
50 Scranton-Wilkes Barre, Pa.	**93**	– 15	58	0	71	0
51 San Antonio, Tex.	74	– 9	**78**	5	67	5
52 Flint-Saginaw-Bay City, Mich.	**84**	– 17	40	21	83	14
53 Greensboro-Winston Salem-High Point, N.C.	77	14	**83**	14	73	– 17
54 Wichita-Hutchinson, Kan.	59	– 8	**61**	20	59	9
55 Little Rock, Ark.	**80**	– 4	65	2	71	3
56 Toledo, Ohio	64	– 7	**78**	16	75	17
57 Tulsa, Okla.	**75**	– 5	65	10	50	6
58 Shreveport, La.-Texarkana, Tex.	62	6	**76**	13	54	– 10
59 Knoxville, Tenn.	58	100	**78**	1	36	– 49
60 Mobile, Ala.-Pensacola, Fla.	64	3	**86**	19	55	17
61 Lynchburg-Roanoke, Va.	[illegible]	– 15	**67**	– 1	50	2
62 Des Moines, Iowa	48	– 24	**57**	– 2	49	4
63 Syracuse, N.Y.	56	– 20	**67**	0	**67**	5
64 Richmond, Va.	53	– 15	**72**	3	56	8
65 Omaha	**61**	– 23	54	10	52	11
66 Jacksonville, Fla.	47	21	**74**	– 4	49	– 8
67 Green Bay, Wis.	59	– 17	54	17	**64**	3
68 Rochester, N.Y.	**55**	– 23	50	– 9	47	– 6
69 Fresno, Calif.	**47**	– 6	43	0	**47**	27
70 Davenport, Iowa-Rock Island-Moline, Ill.	48	– 13	51	16	**53**	13
71 Chattanooga	48	– 9	51	16	**53**	6
72 Springfield-Decatur-Champaign, Ill.	47	15	53	0	**55**	15
73 Spokane, Wash.	**47**	– 11	41	0	46	5
74 Portland-Poland Spring, Me.	**44**	– 19	35	– 5	**44**	5
75 Albuquerque, N.M.	46	– 19	41	2	**54**	18
76 Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	30	– 19	**59**	– 2	56	8
77 West Palm Beach, Fla.	39	– 9	9	– 10	**45**	5
78 Johnstown-Altoona, Pa.	—	—	58	9	**71**	1
79 Cedar Rapids-Waterloo, Iowa	45	– 17	41	2	**48**	30
80 Jackson, Miss.	22	– 29	**49**	20	52	4
81 Youngstown, Ohio	44	– 12	**54**	10	42	14
82 South Bend-Elkhart, Ind.	44	– 19	45	0	**47**	21
83 Springfield, Mo.	19	– 17	50	9	**56**	0
84 Kingsport-Johnson City, Tenn.-Bristol, Va.	20	– 31	52	21	**65**	20
85 Lincoln-Hastings-Kearney, Neb.	31	7	**46**	18	14	17
86 Springfield, Mass.	**57**	– 10	—	—	40	– 15
87 Peoria, Ill.	37	– 12	34	13	**38**	– 3
88 Evansville, Ind.	**49**	– 14	32	10	32	14
89 Lexington, Ky.	28	– 30	**52**	21	45	18
90 Tucson, Ariz.	**36**	– 5	31	11	**36**	3
91 Lansing, Mich.	—	—	**54**	23	37	12
92 Baton Rouge	52	– 12	**54**	13	28	8
93 Fargo-Valley City, N.D.	24	– 17	29	0	**32**	– 3
94 Fort Wayne, Ind.	**38**	– 12	35	6	30	7
95 Mitchell-Sioux Falls, S.D.	13	– 13	**46**	12	34	6
96 Huntsville-Decatur-Florence, Ala.	40	– 13	**50**	19	25	– 11
97 Columbia, S.C.	20	– 13	21	5	**61**	9
98 Burlington, Vt.-Plattsburgh, N.Y.	15	– 25	**42**	– 2	26	24
99 Austin, Tex.	32	– 18	**42**	8	26	24
100 Waco-Temple, Tex.	**42**	– 16	—	—	31	0

Business

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	*Period/Ended*	*Revenues*	*% Change*	*Net Income*	*% Change*	*Per Share*	*Revenues*	*Net Income*	*Per Share*
Acton Corp.	3 mo. 3/31	$30,670,000	+20.3	$804,000	+19.1	.27	$25,485,000	$675,000	24
Columbia Pictures	9 mo. 3/29	485,015,000	+18.1	29,297,000	− 2.1	2.95	410,500,000	29,908,000	3.08
Comcast	3 mo. 3/31	5,758,000	+23.9	451,000	+44.6	.18	4,646,000	312,000	.12
Doyle Dane Bernbach	3 mo. 3/31	31,354,000	+43.4	1,733,000	+40.3	.66	21,863,000	1,235,000	.46
Filmways	Year 2/29/80	168,566,000	+77.2	1,617,000	−79.4	.24	95,127,000	7,842,000	1.57
Foot, Cone & Belding	3 mo. 3/31	35,757,000	+22.0	1,610,000	+57.9	.42½	29,308,000	1,019,000	.35
Fuqua Industries	3 mo. 3/31	491,004,000	+ 5.7	10,678,000	+ 4.2	.81	464,230,000	10,239,000	.78
MCA Inc.	3 mo. 3/31	322,760,000	+14.0	25,639,000	−59.9	1.09	283,008,000	63,879,000	2.74
MCI Communications	Year 3/31/80	144,345,000	+51.6	13,345,000	+88.6	.20	95,243,000	7,076,000	.23
Metro-Goldwyn-Mayer	6 mo. 2/29	243,497,000	− 4.4	25,496,000	−30.0	.78	254,662,000	36,392,000	1.13
Movielab	3 mo. 3/29	8,591,234	+ 5.9	576,527	+14.6	.35	8,105,103	502,895	.31
Outlet Co.	3 mo. 4/30	63,110,000	+ 1.8	−1,993,000	−260.3	−.87	61,980,000	−553,000	−.31
Rockwell International	6 mo. 3/31	3,314,000,000	+11.1	148,400,00	+14.5	4.04	2,981,100,000	129,600,000	3.66
Schering-Plough	3 mo. 3/31	452,615,000	+48.2	70,322,000	+14.9	1.31	305,510,000	61,220,000	1.15
Taft Broadcasting	Year 3/31/80	235,946,0000	+41.2	31,715,000	+22.4	3.58	167,068,000	25,881,000	3.06
Tele-Communications Inc.	Year 12/31/79	92,161,000	+46.3	28,903,000	+373.5	2,58	62,973,000	6,104,000	.52
Teleprompter	3 mo. 3/31	43,960,000	+10.3	6,412,000	+157.3	.38	39,825,000	−3,920,000	−24
J. Walter Thompson	3 mo. 3/31	67,814,000	+31.6	696,000	+0.9	.23	51,538,000	690,000	.23
Times Mirror	12 wk. 3/23	403,300,000	+17.7	24,400,000	−13.8	.71	342,600,000	28,300,000	.83
Valtec Corp.	3 mo. 3/31	20,900,000	+52.5	1,300,000	+180.7	28	13,700,000	570,000	.14
Wrather Corp.	3 mo. 3/31	12,477,000	+15.0	−928,000	−385.8	−.41	10,848,000	−191,000	−.09

* Tele-Communications net income in first quarter of 1979 reflects gains from sales of affiliate's holdings in Resorts International common stock.

April's ante. Network TV sales in April reached $432,743,100, up 12.1% from April 1979, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

April sales brought the total for the first four months of 1980 to $1,664,822,800, a 13.3% increase from the comparable period last year. Greatest gains in April and in the year to date were in Monday-Friday daytime, up 24.1% for the month and 21.7% for the four-month period. Saturday-Sunday daytime showed an 8.1% decline in April but was up 10.2% for the four months. The April decline was attributed to there being one fewer weekend day in April 1980 than in April 1979. BAR and TVB report individual network totals only on a quarterly basis now. For the first quarter, as reported earlier, ABC-TV led with $476,529,700, followed by CBS-TV with $395,364,300 and NBC-TV with $360,185,700.

The BAR/TVB estimates follow:

Network Television Investment Estimates

April

	1979	*1980*	*% change*
Daytime	$125,411,600	$141,710,200	+13.0
Mon.-Fri.	82,258,000	102,064,900	+24.1
Sat.-Sun.	43,153,600	39,645,300	− 8.1
Nighttime	260,659,200	291,032,900	+11.7
Total	$386,070,800	$432,743,100	+12.1

January-April

	1979	*1980*	*% change*
Daytime	$498,248,500	$586,315,000	+17.7
Mon.-Fri.	325,282,500	395,732,900	+21.7
Sat.-Sun.	172,966,000	190,582,100	+10.2
Nighttime	970,987,600	1,078,507,800	+11.1
Total	$1,469,236,300	$1,664,822,800	+13.3

Quarter	*ABC*	*CBS*	*NBC*	*Total*
Jan.-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700

per share in second-quarter 1979 net earnings (out of $2.37) that came as a nonrecurring gain from the sale of Cinema Center film titles.

Wyman also noted that the recession's impact is affecting some consumer products, publishing and record businesses at CBS. Still, he told the Wall Street community, the company expects its broadcast operations to produce "excellent results," citing CBS Television's "strong competitive position in a still expanding broadcast economy."

Despite Wyman's assurance of a promising future "once the current recession is behind us," the earnings news left some analysts wondering whether the company would be able to make good on Wyman's prediction of an up year. (Earnings per share in 1979 were $7.21.) Even those who have now lowered their estimates to the $7.25-$7.30 range say they wouldn't be shocked if last year's level isn't topped.

The reception was Wyman's introduction, in his new job, to the Wall Street community. The swift departure of his predecessor, John D. Backe, caused some questioning in the financial community as to whether there would be a change in the company's announced plans to develop its "new technology" resources, a course that had come to be identified with Backe. Wyman's message for the analysts was that "the new technologies in entertainment and information offer us promising new options," and the company is making the "necessary investments to keep those options open."

Banks becoming biggest backer of cable TV

Loans last year and projections for current one are outpacing intermediate lenders, insurance

In a departure from the previous two years, 1979 saw banks leading the way in making new loans to the cable industry. Total loans outstanding to the industry grew by 10.5% in 1979 to $1.4 billion, with banks increasing their outstandings by 14.8%, intermediate term lenders by 7.3% and insurance companies by only 4.6%.

These are some of the findings of the sixth such survey conducted by Warburg Paribas Becker Inc. A principal conclusion is that all three groups of lenders "continue to exhibit strong interest in the cable television industry and each group projects substantial new loan volume ($703,300,000 in total) during 1980."

The shift to banks as lenders, according to this report "reflects the increase in construction financing, the increase in commitments and takedowns before the potential imposition of credit controls and the lower level of refinancing into fixed rate loans."

Looking at the potential for bank lending in 1980, the report predicts "a very sharp increase" in total outstandings on the order of 70%, which would push bank lending to cable companies over $1 billion by year-end. Two primary factors here are a 215% increase in unfunded commitments at year-end, and a projected 85% increase in new loan volume. The five leading banks in the cable lending business as of 1979 are Chase Manhattan, First National Bank of Boston, National Bank of North America, Citibank and First National Bank of Chicago.

Intermediate lenders responding to the WPB survey projected "slightly lower new loan volume" for 1980, for a total growth in outstandings of 5% by Dec. 31. Along with that growth, average cable portfolio size for the group grew by 19% to $15.2 million. Average portfolio size for banks was $5.15 million; for insurance companies, $23.1 million.

PROJECTED AVAILABLE FUNDS IN 1980

Type of lender	**Number of lenders reporting**	**Outstandings at Dec. 31, 1979**	**Projected new loan volume for 1980**	**Projected outstandings at Dec. 31, 1980**
Banks	120	$617,835,000	$595,050,000	$1,057,914,000
Intermediate lenders	9	137,056,000	34,000,000	143,200,000
Insurance companies	31	662,396,000	74,250,000	716,020,000
Total	160	$1,417,287,000	$703,300,000	$1,917,134,000

Source: Direct reports from lenders based on questionnaires sent by Warburg Paribas Becker to more than 150 lending institutions including more than 60 of the largest 100 commercial banks.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

**Special temporary authorization*

***Includes off-air licenses*

Bitter ending at NBC ☐ GOP convention dominates broadcast week ☐ Cable deregulation coming up at FCC

Broadcasting ▱ Jul 14

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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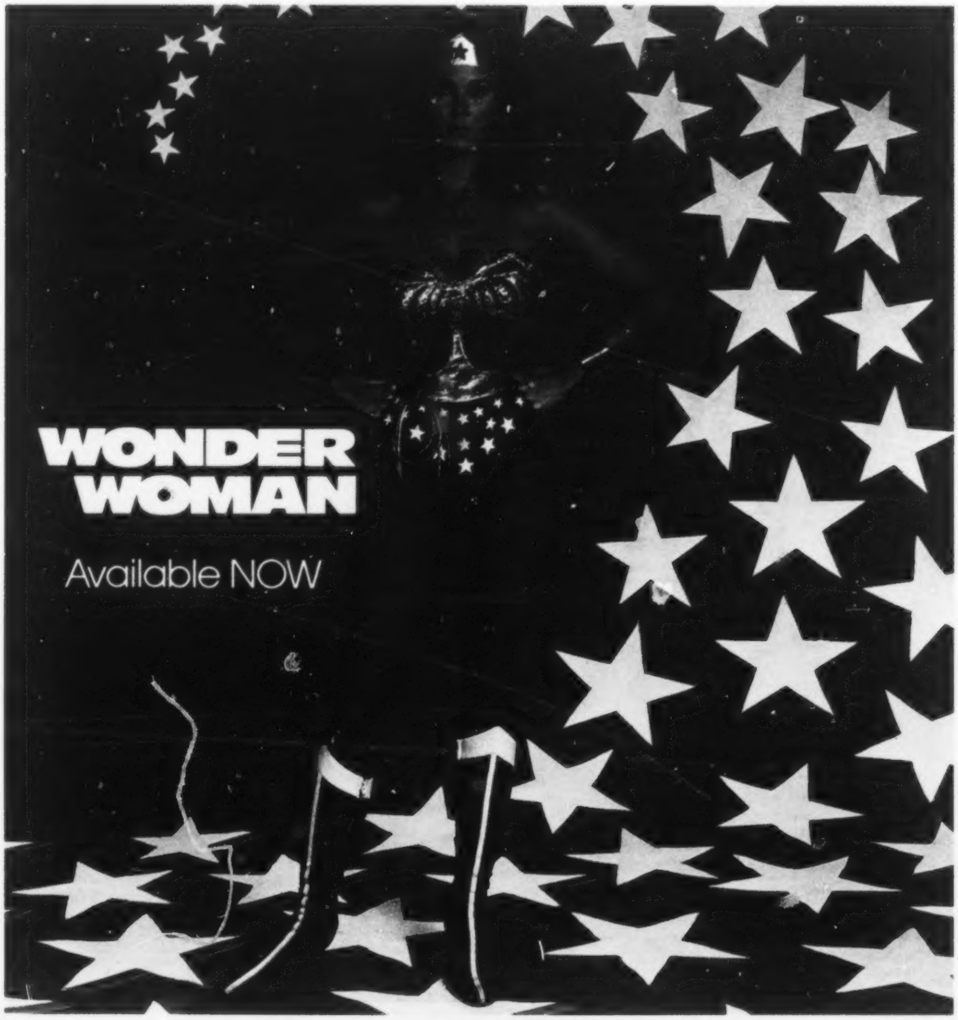

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The Week in Brief

TOP OF THE WEEK

GOP UP TO BAT ☐ The media have descended on Detroit for a Republican National Convention expected to produce little dramatic or hard news. But the broadcasting story could be how independent stations and networks meet the coverage challenge. **PAGE 20.** As a warm-up, ABC News holds a mirror to the networks and political campaigning. **PAGE 21.**

FIRST TO GO? ☐ The acrimonious ouster of NBC Chairman Pfeiffer shortly after the blunt firing of RCA President Valente stirs speculation about the job security of other top executives in the organization. **PAGE 22.**

DECISIVE DAYS FOR CABLE ☐ The FCC is about to bite the bullet on distant signals and syndicated exclusivity. They're on the agenda for consideration July 22. **PAGE 24.**

SPECIAL REPORT

AND THE WINNER IS . . . ☐ Excellence in broadcasting and related fields has been recognized in another bumper crop of honors. BROADCASTING's fourth annual round-up of awards documents winners in the past 12 months. **PAGE 26.**

LAW & REGULATION

PIE-CUTTING NEAR ☐ The Copyright Royalty Tribunal, working its way through the stacks of conflicting claims to 1978 cable royalties, says it will categorize the claimants by the end of this month. Then it plans to make divisions within each category some time in September. **PAGE 45.**

RKO'S SPIN-OFF PROPOSAL ☐ The FCC's Broadcast Bureau believes the three revocations are punishment enough and that putting the other 13 licenses into an independent company is a possible alternative. However, NBMC and groups vying for the licenses see things differently. **PAGE 46.**

MEDIA

GETTING FOOT IN DOOR ☐ A White House conference on minority women in broadcasting is offered advice on expanding their position in the ownership ranks. **PAGE 49.**

STOP THE PROMOTION ☐ The publisher of the commercial *Washingtonian* magazine complains to the FCC about a new monthly publication of four of the nation's largest noncommercial stations. He claims on-air promotions support an enterprise that is commercial and competitive to him. **PAGE 51.**

SMOKE OVER PITTSBURGH ☐ A law suit and a federal probe cloud cable's future there. However, franchise winner Warner Cable carries on. **PAGE 52.**

BUSINESS

NARROWING THE GAP ☐ Media analyst Anthony Hoffman offers predictions on TV network billings next season. He expects ABC's prime-time total to decline to $302.7 million, CBS to climb to $275.7 million and NBC to gain to $256.7 million. **PAGE 53.**

MINIMAL THREAT ☐ A Young & Rubicam analysis concludes pay TV will have little impact on network television viewing through 1985. **PAGE 55.**

TECHNOLOGY

IFRB'S UPHILL PULL ☐ The international board faces manpower problems and computer complexities in its quest for an AM hemispheric plan. **PAGE 56.**

DBS STUDY CRITICIZED ☐ The NAB and NBC contend the FCC staff report on satellite-to-home service did not consider impact on local TV. **PAGE 57.**

JOURNALISM

REBUTTAL ☐ Accused last November by CBS News's *60 Minutes* of mismanaging its first nuclear plant, Illinois Power distributes its own *60 Minutes: Our Reply* that is put on blank videocassettes submitted by viewers. **PAGE 58.**

PROFILE

PEER POINTS FOR PIERPOINT ☐ Keeping a low profile, but maintaining high visibility at CBS since 1949, has earned respect for Robert Pierpoint at all levels of journalism and government. One manifestation of that came 10 weeks ago, when his colleagues accorded him the presidency of the White House Correspondents Association, a first for a broadcaster. **PAGE 81.**

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Washington Watch 46

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00 *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Everyone in the act from Detroit ☐ Getting ready for CTAM ☐ Reflections of a TV censor

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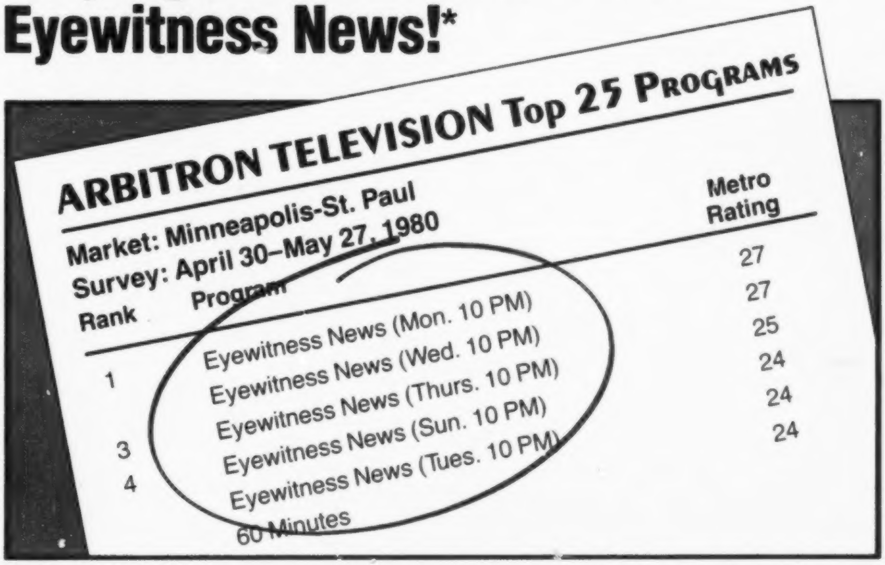

ARBITRON TELEVISION Top 25 PROGRAMS
Market: Minneapolis-St. Paul
Survey: April 30–May 27, 1980

Rank	Program	Metro Rating
1	Eyewitness News (Mon. 10 PM)	27
	Eyewitness News (Wed. 10 PM)	27
3	Eyewitness News (Thurs. 10 PM)	25
4	Eyewitness News (Sun. 10 PM)	24
	Eyewitness News (Tues. 10 PM)	24
	60 Minutes	24

*KSTP-TV's 10 PM Eyewitness News occupies seven of the top eleven positions in the market, seven nights a week.

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The Week in Brief

TOP OF THE WEEK

EVERYBODY IN THE ACT ☐ Live coverage of political conventions—long the domain of the networks—is now also being provided by local stations and groups via satellite. That's good news for the stations, but whether the conventions are good enough news for the networks to devote traditional heavy coverage is once again a question. **PAGE 27.**

UPSTAIRS AT RCA: CHAPTER 2 ☐ Silverman says he won't replace Pfeiffer, slides more responsibility to Salant. Backe's name pops up. RCA directors reported in at least one meeting about further replacements. **PAGE 33.**

WHEELER'S OLIVE BRANCH ☐ NCTA's president makes a plea for broadcasters and cablecasters to forget the past and work together as partners. First step could be in local programing on cable, he says. **PAGE 33.**

STOP THE GRANTS ☐ Upset by NCTA support of certain provisions in the Senate's latest Communications Act rewrite, the National League of Cities urges its members to protest by imposing a moratorium on franchising. **PAGE 34.**

MEDIA

CABLE'S PRESENCE IN MARKETING ☐ CTAM's growth is one indicator of the new business orientation of the industry. The trend will be further analyzed at the society's Aug. 3-6 annual meeting in San Francisco. **PAGE 35.**

COMMUNITY HELP ☐ Cablevision Systems sweetens the pot in its bid for a Brooklyn franchise by offering to cut in a local redevelopment group. **PAGE 38.**

STV RUNS UP A FLAG ☐ Formation of Subscription Television Association is formally announced in Washington. Rinaldo Brutoco is first chairman; Terry Mahn named executive director. **PAGE 40.**

BUSINESS

BOYCOTT BOUNCE ☐ RCA says its decline in second-quarter profits in partly attributable to a $16-million loss NBC suffered after the pull-out from the summer Olympics in Moscow. **PAGE 41.**

A DIP FOR TAFT ☐ The company expects its first-quarter profits to be held down by performance of its amusement and entertainment groups. **PAGE 41.**

UNWANTED ☐ Twentieth Century-Fox goes to court to force out 21% owner Chris-Craft. Problems in acquiring more VHF's are cited. **PAGE 44.**

PROGRAMING

NO VIEWING LOSSES ☐ A CPB-sponsored study concludes there is little danger that videocassette recorders will have a negative effect on audience sizes. **PAGE 46.**

JOURNALISM

THE BIG BACKYARD STORY ☐ GOP convention time provided Detroit stations an opportunity to put on a media show about national happenings on the local scene. **PAGE 48.**

LAW & REGULATION

SOUNDS OF DROP-INS ☐ The FCC is working on a document that could herald the addition of VHF's in some markets under an "equivalent protection" standard. **PAGE 50.**

REJECTED ☐ The FCC turns down Accuracy in Media's equal-time complaint about a John Anderson appearance on *Today*, saying the program is a bona fide news show. **PAGE 51.**

AT LARGE

TV'S TASTE TESTER ☐ For 13 years at NBC, Herminio Traviesas was probably one of the most visible of all the so-called network censors. Now retired, but still serving as consultant to that network, he discusses the evolution of today's attitudes towards television's treatment of sex, violence and other sensitive subjects. **PAGE 52.**

PROFILE

THE $400-MILLION WOMAN ☐ Marcella Rosen says Barnard College inspired its women not to settle for second best. That is one reason she has risen to senior vice president and media director of N W Ayer ABH International with primary responsibility for almost $400 million in expenditures. **PAGE 81.**

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TV Translators						
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**Special temporary authorization*

***Includes off-air licenses*

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Ampex	year 5/3/80	$469,120,000	+23.5	$34,659,000	+ 26.7	3.03	$379,870,000	$27,351,000	2.41
Burnup & Sims	year 4/30/80	169,933,000	+23.7	6,445,000	+ 99.6	.74	137,410,000	3,228,000	.38
Cablecom-General	6 mo. 5/31	22,018,012	+30.1	3,508,729	+ 50.7	1.35	16,918,324	2,327,817	.91
Chris-Craft Industries	9 mo. 5/31	77,870,000	− 2.3	10,011,000	+ 22.5	3.19	79,669,000	8,172,000	1.95
Electronics, Missiles & Comm.	year 3/31/80	4,198,239	+35.5	397,382	+ 72.4	.14	3,096,091	230,423	.08
Gannett Co.	6 mo. 6/30	581,502,000	+14.5	67,670,000	+ 12.1	1.88	507,909,000	60,385,000	1.70
General Instrument	3 mo. 6/1	205,010,000	+36.2	15,025,000	+ 44.4	1.69	150,481,000	10,407,000	1.27
General Tire & Rubber	6 mo. 5/31	*1,043,269,000	− 7.0	*−4,369,000	−110.3	−.19	1,121,563,000	45,308,000	1.91
Grey Advertising	3 mo. 3/31	20,211,000	+13.6	624,000	+ 5.4	1.02	17,799,900	592,000	.95
Gulf + Western	9 mo. 4/30	4,438,515,000	+10.8	191,686,000	+ 14.9	3.30	4,004,028,000	166,758,000	2.67
Harte-Hanks Communications	6 mo. 6/30	141,604,000	+26.3	9,790,000	+ 17.7	1.04	112,064,000	8,315,000	.90
Multimedia	6 mo. 6/30	76,560,891	+24.5	9,635,764	+ 13.5	.96	61,505,925	8,486,697	.85
A.C. Nielsen	9 mo. 5/31	356,681,000	+23.1	21,101,000	+ 12.4	1.92	289,722,000	18,774,000	1.71
Tele-Communications	3 mo. 3/31	27,995,000	+35.3	1,232,000	− 93.1	.10	20,684,000	**17,764,000	1.63
Varian Associates	6 mo. 3/28	287,104,000	+30.6	9,249,000	+297.0	1.21	219,895,000	−3,115,000	−.42

* Subsidiary RKO General had revenues of $141,172,000 and income of $10,371,000 for the six months of 1980. Revenues of $121,127,000 and income of $15,915,000 were reported for corresponding six months of 1979.

** Tele-Communications's net income in six months of 1979 reflects gains from sale of affiliate's holdings in Resorts International common stock.

FCC's yes on cable deregulation ☐ Capcities buying Cablecom ☐ Special report on TV journalism

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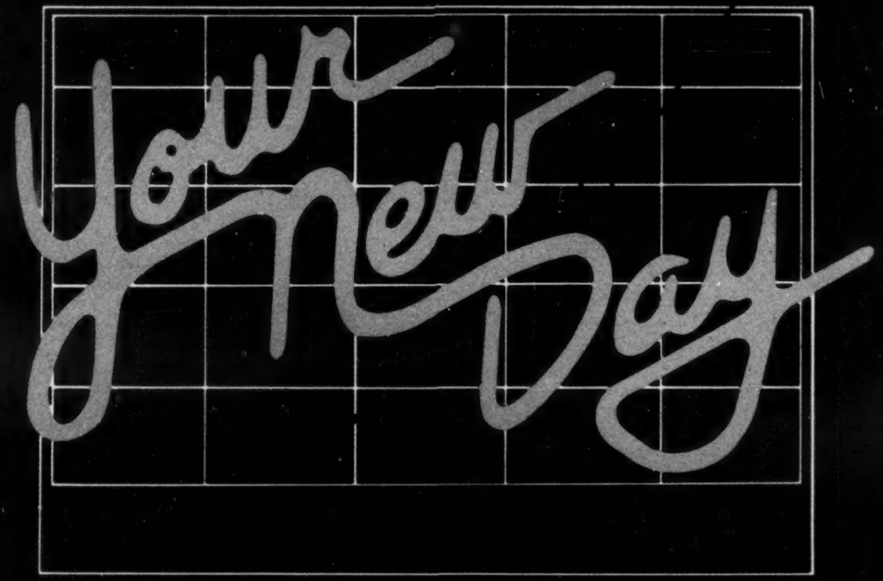

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The Week in Brief

TOP OF THE WEEK

BOWING OUT OF CABLE ☐ The FCC repeals its rules on syndicated exclusivity and distant-signal importation. It triggers court action by Malrite and plans for legal counterattacks by NAB and MPAA. The Hill may get into the act. **PAGE 25.**

CAPCITIES UPS ITS CABLE ANTE ☐ The major broadcaster-publisher agrees to buy RKO General's Cablecom-General for $139 million. **PAGE 28.**

POST MORTEMS ON FORD-BUSH ☐ The critics have a field day with speculation about the influence of media on politics. The networks take their lumps—and bows—on coverage of the vice presidential shuffle in Detroit. **PAGE 28.**

STRIKE REPERCUSSIONS ☐ The walk-out of SAG and AFTRA poses a threat to production for the new season and higher charges right on down the line to the consumer. Payments for performers in the new video technologies are a major issue. **PAGE 30.**

SPECIAL REPORT

A+ MARKS FOR LOCAL TV JOURNALISM ☐ The latest technological advances and the oldest journalistic traditions enabled local television to cope with news breaks around the corner and around the world during the past year. Some of the people involved lend insight to the challenges and trends. **PAGE 33.** BROADCASTING spotlights notable efforts in the pursuit of spot news, **PAGE 38;** in the presentation of public-affairs programing, **PAGE 54;** in the structuring of documentaries and the pursuit of investigative reporting, **PAGE 60.**

MEDIA

KARL ELLER'S POSSIBLE DREAMS ☐ The media entrepreneur has never thought in small terms. And observers note that his latest venture with Charter shows he has no intention of lowering his goals or changing his tactics. **PAGE 80.**

BUSINESS

TOUGH TO FIGURE ☐ Wall Street analysts see no clear pattern in the current performance of media-related stocks. They call broadcast and cable activity a "hodgepodge." **PAGE 85.**

ABC SLOWDOWN ☐ The company's earnings in the second quarter decline to $53.8 million, 6% under the same period in 1979. First-half profits slip 5% to $78.1 million. **PAGE 85.**

MARGIN OF ERROR ☐ Arbitron Radio launches a replication study to better define sampling errors in its audience studies. **PAGE 87.**

PROGRAMING

PTV-CABLE TOGETHERNESS ☐ Public broadcasters and cable operators conduct an experiment that some see as a precursor to a California cable network. Test involves a two-hour teleconference on the energy issue. **PAGE 88.**

JOURNALISM

TV'S ECONOMIC COVERAGE ☐ Three articles in *Industry Week* point out difficulties in the relationship between the medium and business. **PAGE 90.**

MUSSED UP IN MOSCOW ☐ American newspeople at Olympics get rough treatment when they try to cover anything but sports. **PAGE 91.**

TECHNOLOGY

CBS GOES IT ALONE ☐ Company breaks with the rest of the industry on teletext standards. It will submit its own ideas, based on French Antiope system, to FCC. **PAGE 92.**

CABLE NET ONE TENANTS ☐ The final slots on the satellite to be launched next June go to CNN, Warner Amex and Times Mirror. **PAGE 93.**

HELPING HAND FROM UNCLE SAM ☐ NTIA makes four awards, totaling $1.8 million, to encourage satellite use by the public sector. **PAGE 94.**

PROFILE

PRAGMATIC PUBLIC RELATIONS ☐ Shaun Sheehan believes in extracting emotionalism from issues and dealing with basics. It's the realistic approach that has helped him to cope with the challenges of his post as senior vice president, public relations, at NAB. **PAGE 121.**

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Up and down. The nationwide television and radio networks and their owned and operated stations enjoyed an over-all net gain in revenue in 1979 over the previous year. However, the three commercial television networks experienced a .9% decrease, and their 35 O&O radio stations a 25.1% decrease, in pre-tax profits from 1978. According to a compilation of financial data released by the FCC last week: Total 1979 net revenues for the three TV networks and their 15 O&O stations were $4 billion, up 15.3% from 1978. Network revenues increased 16.5% to $3.5 billion, while revenues of the O&O's were $638 million, up 9.1% from 1978. Network pre-tax profits were down 0.9% from 1978, to $370.2 million, while profits before income tax for the O&O's increased to $205.1 million, up 10.1% from the previous year. The three networks reported spending $324 million on their news and public affairs operations in 1979 compared to $265 million in 1978. The financial data submitted by the eight nationwide radio networks—CBS, two Mutual Broadcasting System Networks, NBC and ABC's three AM and one FM network, and 35 network O&O's—shows a 6.6% increase in net broadcast revenues for 1979. The total revenues were $252.0 million in 1979 compared to $236.3 million in 1978. Pre-tax profits, however, dropped 15.0% in 1979, from $43.7 million in 1978 to $37.2 million in 1979. The pre-tax income for the eight networks increased 3.7% to $15.9 million in 1979, from $15.4 million the year before. There was a 25.1% decrease in the 35 O&O's in 1979, from $28.4 million in 1978 to $21.3 million in 1979. Amounts shown in the chart below are in millions.

Television

	Total		*Networks*		*O+O's*	
	Amount[a]	*% Change from 1978*[b]	*Amount*[a]	*% Change from 1978*[b]	*Amount*[b]	*% Change from 1978*[b]
1. Network advertising revenues			$4,297.5	15.7		
2. Deductions:						
a. Paid to owned and operated stations			43.8	2.1		
b. Paid to affiliated stations			287.6	10.4		
Total participation by stations			331.4	9.2		
3. Retentions from network advertising revenues	$4,011.4	16.1	3,966.1	16.3	$45.3	4.4
4. Nonnetwork time sales	725.7	9.4	—	—	725.7	9.4
5. Other broadcast revenues	141.7	21.2	136.1	21.8	5.6	7.7
6. Total broadcast revenues	4,878.8	15.2	4,102.2	16.5	776.6	9.1
7. Deduct commission to agencies and representatives and cash discounts	786.4	14.8	647.7	16.1	138.7	9.0
8. Net broadcast revenues	4,092.4	15.3	3,454.5	16.5	637.9	9.1
9. Broadcast expenses	3,517.1	17.7	3,084.3	19.0	432.8	8.7
10. Broadcast income (before federal income tax)	575.3	2.8	370.2	(0.9)	205.1	10.1

---

[a] Last digits of figures may not add because of rounding.

[b] Percent change is based on the rounded figures. ( ) indicates decrease.

Radio

	Total		*Networks*[b]		*O+O's*[a]	
	Amount[c]	*% Change from 1978*[d]	*Amount*[c]	*% Change from 1978*[d]	*Amount*[a c]	*% Change from 1978*[d]
1. Network advertising revenues			$136,548	9.8		
2. Deductions:						
a. Paid to owned and operated stations			2,208	13.4		
b. Paid to affiliated stations			19,818	16.7		
Total participation by stations			22,026	16.4		
3. Retentions from network advertising revenues	$116,930	8.9	114,522	8.6	$2,408	23.8
4. Nonnetwork time sales	184,198	5.6	—	—	184,198	5.6
5. Other broadcast revenues	3,079	3.6	2,781	3.2	298	7.2
6. Total broadcast revenues	304,207	6.8	117,303	8.5	186,904	5.8
7. Deduct-commissions to agencies representatives and cash discounts	52,198	7.7	20,800	13.8	31,398	4.0
8. Net broadcast revenues	252,009	6.6	96,503	7.4	155,506	6.2
9. Broadcast Expenses	214,833	11.6	80,585	8.2	134,248	13.7
10. Broadcast income (before federal income tax)	31,176	(15.0)	15,918	3.7	21,258	(25.1)

---

[a] These figures for 35 stations compare with figures for 36 stations in 1978. One owned and operated station was sold during 1979, therefore those figures are not included in this report.

[b] CBS, MBS (2 networks), NBC, and ABC (3 AM networks and 1 FM network).

[c] Last digits of figures may not add because of rounding.

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Wrapping it up in Washington ☐ Slicing up the copyright pie ☐ Paying up for football

Broadcasting Aug 4

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The Week in Brief

TOP OF THE WEEK

FCC PULLS THE REINS ☐ At its August wrap-up meeting, the commission pulls back its near-decision to favor the Magnavox system for AM stereo. It also decides 9 khz channel spacing needs a harder look. **PAGE 23.**

MORE WATCHING ON CABLE ☐ Nielsen study in eight markets shows viewing in CATV homes exceeds that in non-cable households. **PAGE 27.**

MEAGER SHARE ☐ The Copyright Royalty Tribunal decrees that broadcasters will get only 3.25% of the nearly $15 million in copyright fees collected from cable in 1978. **PAGE 28.**

STEP FORWARD, STEP BACKWARD ☐ The House Commerce Committee approves legislation that would amend telecommunications sections of the Communications Act. But the Senate Commerce Committee practically forecloses action on its version which has broadcast and cable provisions. **PAGE 30.**

JOURNALISM

TALE OF TWO CITIES ☐ Journalism suffers a setback when authorities, armed with a search warrant, invade the newsroom of KBCI-TV Boise, Idaho. It is the realization of fears created by the Supreme Court's *Stanford Daily* decision. **PAGE 32.** Journalism makes a gain in Philadelphia, however, when an appeals court says reporters have "qualified privilege" not to reveal unpublished material, including outtakes. **PAGE 34.**

BUSINESS

BRISK UP-FRONT SELLING ☐ The TV networks have almost completed sales for next season's prime-time schedule. They expect to match last year's $1.6 billion. **PAGE 36.**

PROGRAMING

LONG HAUL IN HOLLYWOOD ☐ Negotiations resume today in the SAG-AFTRA standoff with producers but both sides appear adamant about their stands on the new technologies. NBC, with *Shogun* in the can and the World Series on tap, appears to be the network in best shape for fall. **PAGE 39.**

LAW & REGULATION

DEPTH OF INVOLVEMENT ☐ The FCC adopts a policy to clarify the status of all broadcast licenses in a multiple owner's portfolio when one or more is designated for hearing. Commission will initially decide scope of inquiry and properties affected. **PAGE 42.**

MEDIA

CABLE AMONG THE CABLE CARS ☐ Strong in numbers and heavy on agenda, the Cable Television Administration and Marketing Society was to open its convention in San Francisco yesterday. Here's a day-by-day rundown of what's happening. **PAGE 45.**

AT LARGE

THE GOSPEL OF DANIELS ☐ Since the 1950's, Bill Daniels has espoused the cause of cable television. So much so that he has played an instrumental role in the emergence of many MSO's. Now chairman of Daniels & Associates, Denver, he offers insight into those years and an assessment of cable to come. **PAGE 48.**

ADVOCATE OF ADVOCACY ☐ The 4A's issues a position paper supporting media acceptance of issue advertising. **PAGE 52.**

UNION COMPLAINTS ☐ The International Association of Machinists and Aerospace Workers will contest the renewal of three network O&O stations. It's to protest treatment of IAM on newscasts. **PAGE 52.** The American Federation of State, County and Municipal Employes rallies its membership to seek access to radio, TV and cable. **PAGE 53.**

SPECIAL REPORT

FOOTBALL '80 ☐ Radio and television rights payments of $207.2 million will be made this season to the National Football League, the NCAA and colleges. That's $6 million more than last year. Advertising in Super Bowl XV will go up to $275,000 for a 30-second spot. **PAGE 56.**

TECHNOLOGY

CBS ON TELETEXT ☐ In its formal petition to the FCC, the network explains why it decided to force the issue and seek a rulemaking to establish standards. **PAGE 62.**

PROFILE

ATC'S RIFKIN ☐ It took just one look at cable television to convince Monty Rifkin that it was the field where his future was. That conviction in 1959 and a no-nonsense approach in the ensuing years have brought him to the chairmanship and presidency of American Television & Communications Corp. **PAGE 89.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell	9 mo. 6/29	$25,626,000	+22.9	1,814,000	+ 38.9	.99	20,853,000	1,306,000	74
American Broadcasting Cos.	26 wk. 6/28	1,125,365,000	+18.0	78,115,000	− 5.4	2.77	953,426,000	82,426,000	2.94
Capital Cities Communications	6 mo. 6/30	227,228,000	+14.6	35,716,000	+ 17.8	2.71	198,242,000	30,322,000	2.20
Comsat	6 mo. 6/30	142,232,000	+14.9	19,018,000	− 15.5	2.38	123,597,000	22,508,000	2.81
Cox Broadcasting	6 mo. 6/30	144,010,000	+24.9	22,748,000	+ 6.6	1.68	115,297,000	21,335,000	1.59
Dun & Bradstreet	6 mo. 6/30	579,848,000	+30.9	51,238,000	+ 13.9	1.84	442,951,000	[illegible]	1.61
Lee Enterprises	9 mo. 6/30	103,306,000	+18.6	15,963,000	+ 45.2	2.22	87,095,000	10,994,000	1.51
Media General	6 mo. 6/30	162,353,000	+20.5	13,933,000	+ 19.6	1.93	134,781,000	11,651,000	1.56
Metromedia	6 mo. 6/29	213,569,000	+11.9	25,486,000	+ 43.6	5.58	190,717,000	17,414,000	3.79
Telepictures	year 3/31/80	8,003,200	—	*1,213,700	—	59	50,900	*−490,900	−25
Texscan	year 4/30/80	16,095,910	+49.1	809,698	+149.4	76	10,797,855	324,574	13
Time Inc.	6 mo. 6/30	1,363,736,000	+17.0	68,961,000	0.0	2.45	1,165,679,000	68,948,000	2.47
Viacom	6 mo. 6/28	72,231,000	+44.7	6,731,000	+ 9.0	1.54	49,905,000	6,175,000	1.62
Warner Communications	6 mo. 6/30	876,945,000	+12.0	60,599,000	+ 18.8	2.13	783,275,000	51,010,000	1.91
Walt Disney Productions	9 mo. 6/30	649,001,000	+17.3	94,562,000	+ 28.0	2.91	553,206,000	73,851,000	2.28
Wometco Enterprises	24 wk. 6/14	153,168,000	+13.7	9,446,000	+ 6.0	1.07	134,747,000	8,909,000	1.04
Zenith Radio	6 mo. 6/30	530,000,000	+11.2	10,700,000	+ 78.3	57	475,800,000	6,000,000	32

*1979 data covers from Sept. 6, 1978, inception of company to March 31, 1979.

Special Report

Short yardage on football prices

Long-term network contracts hold total rights increases to $6 million; 30-second spots in Super Bowl cost $275,000

Last Saturday in Canton, Ohio, broadcasters kicked off a football season that will cost them more than $207 million. And it will keep bouncing until the final whistle is blown Feb. 1 in Honolulu's Pro Bowl.

The $207,241,350 is the estimated total rights payment that the nation's radio and television will pay to take their cameras and mikes into the football stadiums this season.

It's a modest $6 million increase over last year's $201,216,571. Most of the gain is attributable to new radio network contracts and to a slight adjustment in TV payments to the National Collegiate Athletic Association.

However, rights payments of the major television networks are virtually stabilized: The networks are in the third year of four-year contracts with the National Football League and the NCAA (BROADCASTING, Aug. 7, 1978).

Percentagewise, the biggest gains come at the local level in radio and TV rights for college and pro games.

According to BROADCASTING's annual survey of the networks, colleges and professional clubs, here is how the 1980 radio-TV rights package breaks down:

- $199,225,000 from the television and radio networks for college and professional games. That is $5.2 million more than the $194 million for last season.
- $4,507,500 from local radio stations or rights holders for radio rights to NFL preseason and regular-season games. Last year the figure was $4,205,000.
- $829,000 for local TV rights for NFL preseason games, a substantial increase over 1979's $652,000.
- $2,679,850 for local radio and delayed TV rights to schools and colleges, 13.5% more than last year's $2,359,571.

The networks' rights bill for the coming season will have ABC-TV paying the NCAA an estimated $31.5 million for college games; $46 million for NFL preseason and Monday night football; $12 for its NFL prime-time miniseries; $1.5 million for the Pro Bowl, and $200,000 for last Saturday's Hall of Fame game in Canton.

CBS-TV will pay $51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, playoffs and conference championship.

NBC-TV will pay $45 million to cover the NFL's American Football Conference during preseason, regular season, conference playoffs and conference championship. This is aside from $6 million for its Super Bowl telecast in January from New Orleans. Super Bowl coverage alternates each year between CBS-TV and NBC-TV.

The national radio networks' coverage of college and pro games will cost more than $6 million in payments by ABC, CBS, Mutual and NBC. A major portion of that stems from the four-year contract renewal that CBS Radio signed with the NFL last winter. It runs through 1983 for a total of $12.1 million (BROADCASTING, March 10).

The game plans of local radio and TV stations' hometown coverage of the NFL action are on pages 58 and 59. And here's how the radio and television networks expect to use the rights they are buying this season:

ABC-TV was scheduled to open its football season last Saturday (Aug. 2) with the Hall of Fame game between San Diego and Green Bay. It was one of three preseason pro games on ABC's schedule. The others: Pittsburgh at Atlanta in a prime-time game Friday, Aug. 15 (9 p.m. NYT) and Philadelphia at New England Sunday, Aug. 24, at 12:30-3:30 p.m.

Numerically, ABC's pro-football schedule is the same as last year's: 16 NFL *Monday Night Football* games plus three games on Thursday nights and one on a Sunday night. The regular-season opener will be Dallas at Washington on Monday, Sept. 8, at 9 p.m. NYT. (All Monday-night games will start at 9.)

The Thursday-night specials will be Los Angeles at Tampa Bay on Sept. 11 at 9 p.m.; San Diego at Miami on Nov. 20 at 8:30, and Pittsburgh at Houston on Dec. 4 at 8:30. The Sunday-night game will be San Diego at Dallas on Oct. 26 at 9 p.m.

Howard Cosell and play-by-play reporter Frank Gifford will be joined by either Don Meredith (for 14 games of the regular season) or Fran Tarkenton (for 10 games including three preseason).

ABC-TV has not yet announced details

of its Feb. coverage of the Pro Bowl.

ABC will also put the opener of its *NCAA Football* season into Monday night on Sept. 1, featuring Texas and Arkansas at 9 o'clock. Three regional games are scheduled for *NCAA Football's* opening Saturday edition on Sept. 6.

College games already scheduled for national telecast, in addition to Texas-Arkansas, are Pittsburgh at Penn State on Friday, Nov. 28 at 1 p.m., and Notre Dame at the University of Southern California on Saturday, Dec. 6, at 3:45 p.m.

In all, *NCAA Football* will include 13 national and 45 regional appearances, with each market receiving 23 games throughout the 13-week regular season. Among the bowl games, ABC will have the Sugar on Jan. 1 in New Orleans in addition to the Liberty on Saturday afternoon, Dec. 27, in Memphis and the Gator in Jacksonville, Fla., on Monday night, Dec. 29.

For the NCAA games, Keith Jackson will return as the principal play-by-play reporter along with Al Michaels. The leading analysts will be Frank Broyles, former head coach at Arkansas, and Ara Parseghian, former head coach at Notre Dame.

In the NFL games, 30-second spots are being sold at $110,000 each for 1980 or at $115,000 each as a two-year "protected price" covering both the 1980 and 1981 seasons. Last year, advertisers who had bought for both 1978 and 1979 were paying $85,000 per 30; those who bought for 1979 alone paid $95,000.

In NCAA games, 30-second spots are priced at $50,000 each for 1980 alone, or at a "protected price" of $54,000 covering both 1980 and 1981. For the Liberty Bowl, 30's are pegged at $29,000 each; for the Gator, $50,000, and for the Sugar, $70,000. Last year the comparable figures were $25,000, $40,000 and $60,000.

CBS-TV opens its professional football season on Sunday, Aug. 17, with the first of two preseason games, New Orleans at Houston, starting at 1 p.m. NYT. The second preseasoner, Pittsburgh at Dallas, is scheduled Saturday, Aug. 30, at 9 p.m.

CBS's regular-season schedule totals 104 games, predominantly between National Football Conference rivals but 23 between National and American conference teams. Kickoff date is Sunday, Sept. 7, when six regional contests are scheduled. Doubleheaders are set for eight Sunday afternoons: Sept. 14 and 21; Oct.

TEXT CONTINUES ON PAGE 60

Local TV preseason NFL coverage

AFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Baltimore Colts	WMAR-TV Baltimore	Regional net. of four; two live games, two tape delay; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; two live games; station holds rights.
Miami Dolphins	WTVJ Miami	No regional net.; two live games, two tape delay; station holds rights.
New England Patriots	WBZ-TV Boston	No regional net.; probably two games, status TBA; station holds rights.
New York Jets	WPIX New York	No regional net.; two games, status TBA; station holds rights.

AFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Cincinnati Bengals	WLWT Cincinnati	Regional net. of three; two live games, two tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	No regional net.; three live games; station holds rights.
Housfon Oilers	KPRC-TV Houston	No regional net.; one live game, two tape delay; station holds rights.
Pittsburgh Steelers	WIIC-TV Pittsburgh	To feed one other station; one live game, one tape delay; station holds rights.

AFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Denver Broncos	KBTV Denver	Feeds to two other stations; three live games, one tape delay; station holds rights.
Kansas City Chiefs	KMBC-TV Kansas City	No regional net.; two live games, two tape delay; station holds rights.
Oakland Raiders	KRON San Francisco	No regional net.; one live game, two tape delay; station holds rights.
San Diego Chargers	KGTV San Diego	No regional net.; two live games, status of two other TBA; Bob Speck Productions holds rights.
Seattle Seahawks	KIRO-TV Seattle	No regional net.; three live games; station holds rights.

NFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Dallas Cowboys	KXAS-TV, Dallas-Fort Worth	No regional net.; one live game, one tape delay; status of other two games (on national networks) to be determined; Nevin Lyerly Productions, Austin, Tex., holds rights.
New York Giants	WPIX New York	No regional net.; four games, status TBA; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three games, status TBA; station holds rights.
St. Louis Cardinals	No local preseason telecasts.	
Washington Redskins	WJLA-TV Washington	Regional net. of eight; two live games, two tape delay; station holds rights.

NFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Chicago Bears	WBBM-TV Chicago	No regional net.; two live game, two tape delay; station holds rights.
Detroit Lions	WJBK-TV Detroit	No regional net.; two live games, two tape delay; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Regional net. of four; four live games; station holds rights.
Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	No regional net.; two live games, two tape delay; Twin City Federal Savings & Loan Association holds rights.
Tampa Bay Buccaneers	WTOG St. Petersburg-Tampa, Fla.	Regional net. of two; one live game, three tape delay; station holds rights.

NFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Atlanta Falcons	WTCG Atlanta	No regional net.; two live games, one tape delay; station holds rights.
New Orleans Saints	WDSU-TV New Orleans	Regional net. of four; one live game, two tape delay; Insilco Sports Network holds rights.
Los Angeles Rams	KTTV Los Angeles	No regional net.; one live game, three tape delay; station holds rights.
San Francisco 49ers	KPIX San Francisco	Feeds to one other station; two live games, two tape delay; station holds rights.

Local radio's pre- and regular-season NFL coverage

AFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Baltimore Colts	WCBM Baltimore	Regional net. of 33; four preseason and 16 regular-season games (preseason will not be on regional net.); station holds rights with Metro Communications Sports, Rockville, Md., handling network.
Buffalo Bills	WKBW Buffalo	Regional net. of 10; four preseason and 16 regular-season games; station holds rights.
Miami Dolphins	WIOD Miami	Regional net. of 26; four preseason and 16 regular-season games; station holds rights.
New England Patriots	WEEI Boston	Regional net. of 32; four preseason and 16 regular-season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four preseason and 16 regular-season games; station holds rights.

AFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Cincinnati Bengals	WLW Cincinnati	Regional net. of 40; four preseason and 16 regular-season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net. of 38; four preseason and 16 regular-season games; station holds rights.
Houston Oilers	Texas State Network (KTRH Houston)	Regional net. of 86; four preseason and 16 regular-season games; Texas State Network holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Regional net of 43; four preseason and 16 regular-season games; station holds rights.

AFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Denver Broncos	KOA Denver	Regional net. of 16; four preseason and 16 regular-season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of about 50; four preseason and 16 regular-season games; station holds rights.
Oakland Raiders	KGO San Francisco	Regional net. of 15; four preseason and 16 regular-season games; KGO holds rights locally, Lombardo Associates holds rights outside of Bay Area, and KNX(AM) holds rights in Southern Calif.
San Diego Chargers	KSDO San Diego	Regional net. of eight; four preseason and 16 regular-season games; station holds rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 44; four preseason and 16 regular-season games; station holds rights.

NFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Dallas Cowboys	KRLD Dallas	Games will be fed to Mutual Southwest network; four preseason and 16-regular season games; station holds rights.
New York Giants	WNEW New York	Regional net. of 21; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.
St. Louis Cardinals	KMOX St. Louis	Regional net. of 25-30; four preseason and 16 regular-season games; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of 94; four preseason and 16 regular-season games; station holds rights with Metro Communications Sports handling network.

NFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Chicago Bears	WBBM Chicago	No regional net.; four preseason and 16 regular-season games; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 45; four preseason and 16 regular-season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 75; five preseason and 16 regular-season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of approximately 25; four preseason and 16 regular-season games; Twin City Federal Savings & Loan Association holds rights.
Tampa Bay Buccaneers	WDAE Tampa	Regional net. of 35; four preseason and 16 regular-season games; Taft Broadcasting Co. holds rights.

NFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Atlanta Falcons	WGST Atlanta	Regional net. of 75, with negotiations also underway with Alabama Network; four preseason and 16 regular-season games; station holds rights.
Los Angeles Rams	KMPC Los Angeles	Regional net. of 20; four preseason and 16 regular-season games; station holds rights.
New Orleans Saints	WGSO New Orleans	Regional net. of approximately 40; four preseason and 16 regular-season games; Insilco Sports Network holds rights.
San Francisco 49ers	KSFO San Francisco	Regional net. of 12; four preseason and 16 regular-season games; station holds rights.

5, 19 and 26, Nov. 23 and Dec. 7 and 21. Other coast-to-coast games are Chicago at Detroit on Thanksgiving Day (Thursday, Nov. 27); New York Giants at Washington on Saturday, Dec. 13, and Chicago at Tampa Bay on Saturday, Dec. 20.

The NFC first-round playoff is scheduled for Sunday, Dec. 28; divisional playoffs on Saturday, Jan. 3, and Sunday, Jan. 4, and the NFC championship game on Sunday, Jan. 11.

NFL Today, a pregame, half-time and postgame program, will again be broadcast by CBS on each game day.

CBS's broadcast teams for the NFL season are as follows, with the play-by-play reporter listed first and analyst second: Pat Summerall and Tom Brookshier; Vin Scully and Irv Cross; Curt Gowdy and Hank Stram; Gary Bender and John Madden; Lindsey Nelson and George Allen, and Frank Glieber and Roger Staubach. In addition, Dick Stockton and Tim Ryan will also handle play-by-play, and Sonny Jurgenson and John Morris will again serve as analysts.

CBS-TV will also carry six college bowl games: Blue-Gray at Montgomery, Ala., on Dec. 25 at 3-6 p.m. NYT; Sun Bowl at El Paso, Tex., Dec. 27 at 1:30-4:30; Cotton Bowl at Dallas Jan. 1 at 2-5 p.m.; Peach Bowl at Atlanta Jan. 2 at 3-6 p.m.; East-West Shrine Game at Palo Alto, Calif., Jan. 10 at 2:30-6 p.m., and Senior Bowl at Mobile, Ala., Jan. 17 at 1-4 p.m.

CBS officials refused to discuss pricing, but it was understood that over the full season, the NFL games are priced at an average of about $80,000 per 30-second announcement, as compared with about $62,500 last season.

The CBS Radio network, for the third year—and the first year of its new four-year contract—will broadcast 36 NFL games: 26 regular-season contests, including all 16 Monday-night games, starting with Dallas at Washington on Sept. 8 at 8:50 p.m. NYT, and all 10 postseason games. Hank Stram and Jack Buck will cover a majority of the games; Lindsey Nelson and Jim Kelly will cover some. Dick Stockton will handle pregame reports, and Brent Musburger NFL updates and half-time reports. Don Klein rounds out the team. In addition, Stram and Buck will anchor a six-part series of 14-minute *NFL Preview* reports Sept. 1-6.

CBS Radio will also cover three college bowl games: the Sun on Dec. 27, the Cotton on Jan. 1 and the Senior, on Jan. 17, plus a *Cotton Bowl Preview* on Dec. 31.

Among advertisers signed for CBS Radio's NFL coverage are U.S. Bedding (through Grey Advertising); General Motors Acceptance Corp. (Campbell-Ewald); Owens-Illinois (Howard Swink Advertising); Buick (McCann-Erickson); True Value Hardware Stores (Home Products Marketing Association); Anheuser-Busch (D'Arcy, MacManus & Masius); du Pont (BBDO); Homelite (SFM Media Buying Services and Henderson Advertising); Stewart-Warner (Brand Advertising); Sunmark Industries (Gardner); State Farm Insurance (Needham, Harper & Steers) and CBS Entertainment (direct).

Mutual Broadcasting System will be back for the 13th year with the full Notre Dame schedule and an array of nine regular-season games between other college powers.

In addition, Mutual will be in the third year of its five-year contract, reportedly for a total of $1.5 million, with the Southwest Conference. Under it, Mutual Southwest Radio Network will cover the entire schedules of each of the nine conference colleges. These will total 63 games, with most on a regional hook-up.

MBS's college bowl line-up will be the Holiday Bowl, Liberty Bowl, Hall of Fame Classic, Gator Bowl, Orange Bowl and the East-West Shrine Game.

Network Line-ups

ABC-TV

Hall of Fame Game	Aug. 2
NFL preseason games	Aug. 2
NCAA college games	Sept. 1
NFL Monday Night Football	Sept. 8
NFL prime time miniseries	Sept. 11
Pro Bowl	Feb. 1
Liberty Bowl	Dec. 27
Gator Bowl	Dec. 29
Sugar Bowl	Jan. 1
Hula Bowl	TBA

CBS-TV

NFC preseason games	Aug. 17
NFC games	Sept. 7
NFC divisional playoffs	Jan. 3-4
NFC championship	Jan. 11
Sun Bowl	Dec. 27
Blue-Grey Game	Dec. 27
Peach Bowl	Jan. 2
Cotton Bowl	Jan. 1
East-West Shrine	Jan. 10
Senior Bowl	Jan. 17

NBC-TV

AFC preseason games	Aug. 23
AFC games	Sept. 7
AFC divisional playoffs	Jan. 3-4
AFC championship	Jan. 11
Fiesta Bowl	Dec. 26
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
Super Bowl	Jan. 25

CBS Radio

Package of 36 NFL games including Monday-night games, and all postseason games	various times
Sun Bowl	Dec. 27
Cotton Bowl	Jan. 1
Senior Bowl	Jan. 17

Mutual Radio

NFL games	Sept. 7
Notre Dame games, NCAA wildcards	various times
Holiday Bowl	Dec. 19
Hall of Fame Classic	Dec. 27
Liberty Bowl	Dec. 27
Gator Bowl	Dec. 29
East-West Shrine	Jan. 10
Orange Bowl	Jan. 1

NBC Radio

Fiesta Bowl	Dec. 26
Rose Bowl	Jan. 1

On the professional side, MBS will offer 16 NFL games on Sunday afternoons beginning Sept. 7, with each preceded by a 15-minute pregame show at 3:45 p.m., NYT.

Mutual Southwest Radio Network will again carry the Dallas Cowboys' preseason, regular season and playoff games. It will take feeds of the Cowboys' radio originator, KRLD(AM) Dallas.

Mizlou Productions, New York, again this season will handle five bowl telecasts: the Garden State Bowl on Dec. 14 (12:30 p.m. NYT); the Holiday Bowl Dec. 19 (9 p.m. NYT); Tangerine Bowl Dec. 20 (8 p.m. NYT); Hall of Fame Classic Dec. 27 (8 p.m. NYT) and the Bluebonnet Bowl Dec. 31 (8 p.m. NYT).

NBC Radio will carry the Fiesta Bowl on Dec. 26, starting at 3:30 p.m. NYT, and the Rose Bowl on Jan. 1, starting at 4:45 p.m. A spokesman said the network has not started to sell these games and therefore has not set rates for advertisers.

NBC-TV kicks off its regular-season coverage of 100 professional games on Sept. 7 with seven regional contests, three starting at 1 p.m. NYT and four at 4 p.m. Before that, it will have two preseason games, Houston at Dallas on Aug. 23 starting at 9 p.m. NYT and New England at Seattle on Aug. 29 at 8:30 p.m.

In postseason play NBC will have a wild-card playoff on Dec. 28, AFC divisional playoffs on Jan. 3 and 4 and the AFC championship game on Jan. 11. Super Bowl XV is set for Jan. 25, starting at 6 p.m. NYT.

NBC also has three college bowls: the Fiesta on Dec. 26, the Rose on Jan. 1 (at 5 p.m. NYT) and the Orange, also on Jan. 1 (at 8 p.m.).

NBC's announcing teams include Dick Enberg and Merlin Olsen; John Brodie and Don Criqui; Charles Jones and Len Dawson, and Sam Nover and Bob Trumpy.

The price for a 30-second commercial announcement in the Super Bowl has risen to a record $275,000—up from $234,000 last year on CBS and $185,000 the preceding year on NBC.

In the AFC regular-season games, 30's are pegged at an average of $70,000. In the Dec. 28 wild-card playoff they come to $115,000; in the divisional playoffs, $155,000, and in the AFC championship game $140,000. For the preseason games the average is $47,500.

In NBC's college bowl games, 30's are priced at $45,000 each in the Fiesta, $150,000 in the Rose and $130,000 in the Orange.

BROADCASTING's check of local rights holders indicated that neither fears of recession nor increased station rates has appreciably stemmed the flood of up-front buying.

Ted Adkins, general manager of WTAE-TV Pittsburgh, reported in-game availabilities for the Steelers were sold out five months ago and that, for all intents, selling has been completed on adjacencies.

Gary Brandt, assistant general manager of KRLD(AM) Dallas, the Cowboys' radio originator, said sales were going extremely well. "Even with economic conditions being what they are, we are confident of selling out well before the season begins," he added.

Mark Oristano, executive producer for Texas State Network's Houston Oilers' radio games, believes the current business lag will have some effect, although it hasn't hurt the network's Oilers business. "Sales are good," he said, "although there's no question that the state of the economy is affecting certain forms of advertisers. For instance, Detroit is not buying as it did in other years."

Phil Costin, general sales manager of WIOD(AM) Miami, said that tighter times have had a minimal effect on the sale of Dolphins time. "For example, Pabst is out this year due to a change in marketing strategy, but Budweiser is in," he explained. "For the second straight year all programing went in four weeks, with other advertisers in line should there be an availability. And, I'm speaking of all Dolphins programing that begins at least two hours before each game and runs as late as 8:30 in the evening."

Robert Hyland, vice president and general manager of WCBS(AM) New York, said its Jets advertising was 100% sold at prices up close to 20%. Across town, WNEW(AM) was expecting to wrap up its Giants sales by the end of last week.

A spokesman for WBBM(AM) Chicago said Bears sales "have never been better."

What major schools get from local-regional radio and local TV

Conference	*Teams*	*Radio stations*	*TV stations*	*Total rights*
Atlantic Coast	8	318	8	$178,000
Big Eight	8	307	16	293,100
Big Ten	10	375	16	377,750
Pacific Ten	10	132	21	509,000
Southeastern	10	771	68	527,000
Southwest	9	200	8	250,000
Western Athletic	8	50	1	110,000
Others and independents*	62	681	72	435,000
Totals	**125**	**2,834**	**210**	**2,679,850**

*Independents do not include Notre Dame

"Sales for Green Bay (Wis.) Packers games are always excellent," according to WTMJ(AM) Milwaukee, which reported it was 99% sold out by the end of July. Preseason sales at WBAY-TV Green Bay were well past the 70% mark last week.

WKBW(AM) Buffalo, N.Y., said its Bills radio games were sold out, in some cases with prices 10% more than last year. From WKBW-TV the word was that preseason Bills TV game sales were "on target."

If there was a local softness, it was in industrial cities such as Detroit and Cleveland. WJAR(AM) Detroit said its Lions sales were a little behind last year, with 75% sold to date. WJBK-TV there reported 60% of its Lions sales completed. Short of Browns sell-outs in Cleveland are WHK(AM) at 80%, and WKYC-TV at 75%.

David Halberstam, manager of the Katz Radio Sports Division, sees an erratic pattern in national and regional spot advertising for pro football. Halberstam, whose unit represents radio originators for nine clubs, said some outlets are doing "quite well" and others are "rather sluggish."

He said there is no consistent indicator to explain the differences; in some instances, he conjectured, it's due to the success or failure of the football franchise and, in others, it's stations and advertisers getting caught in the recessionary squeeze.

Stage set for the Democrats ☐ Justice goes after Premiere ☐ CTAM wows 'em in San Francisco

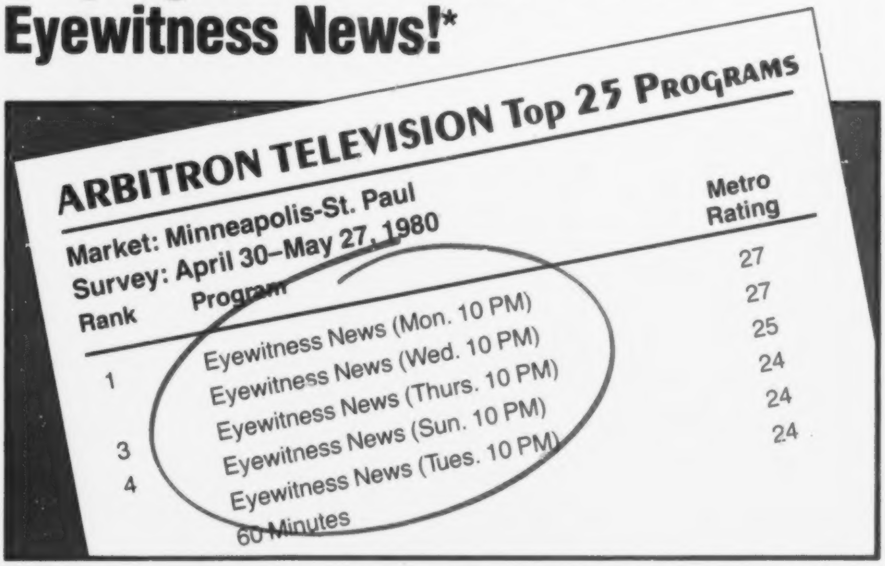
Broadcasting Aug 11

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

8/11/80 C 1750-1 U -

Minneapolis/St. Paul's five favorite TV programs are KSTP-TV's Eyewitness News!*



ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul
Survey: April 30–May 27, 1980

Rank	Program	Metro Rating
1	Eyewitness News (Mon. 10 PM)	27
	Eyewitness News (Wed. 10 PM)	27
3	Eyewitness News (Thurs. 10 PM)	25
4	Eyewitness News (Sun. 10 PM)	24
	Eyewitness News (Tues. 10 PM)	24
	60 Minutes	24

*KSTP-TV's 10 PM Eyewitness News occupies seven of the top eleven positions in the market, seven nights a week.

5 abc

KSTP-TV
Minneapolis, St. Paul

#1 EYEWITNESS NEWS

Down to earth. Up to the minute.

For more information, call KSTP-TV at 612-646-5555 or your nearest Petry office.

20014KENNEP2098 ZWZ APR/81
J P KENNEDY ##SAMPLE
CIS
7101 WISCONSIN AVE
WASHINGTON DC 20014

Broadcasting ▫ Aug 11

The Week in Brief

TOP OF THE WEEK

DEMOCRATS' TURN ☐ Broadcasters have moved massive amounts of manpower and equipment to Madison Square Garden for the main bout at the political convention already marked by preliminary party in-fighting. **PAGE 19.**

ROAD BLOCK FOR PREMIERE ☐ Justice files that expected antitrust suit against the pay cable venture of Getty Oil and its partners. An injunction to stop the start of the service is sought. **PAGE 20.**

MORE COURTHOUSE ENCOUNTERS ☐ Latest incidents involve an outraged district attorney in Atlanta, a contempt fine for refusal to release a videotape in Columbus, Ohio, and another episode in the Boise, Idaho, dust-up. **PAGE 24.**

NEW SEASON WORRIES ☐ With no immediate resolution of the performers' strike in sight, contingency planning becomes a growing concern for networks, advertisers and agencies. **PAGE 25.**

TEMPEST OVER TELETEXT ☐ How far apart the engineers were on agreement over system choice is disclosed after vote of 23-person committee leaks from EIA. Consensus may come easier at the FCC. **PAGE 26.**

SPECIAL REPORT

THE GREENBACKING OF CABLE ☐ Madison Avenue moves closer to cable at CTAM sessions in San Francisco. With the formation of the Cable Television Advertising Bureau, top agency executives spell out their needs. **PAGE 28.** Warner's Schneider says cable advertising should follow the examples of radio and magazines. **PAGE 30.** Former NCTA President Schmidt accuses many cable operators of not exercising leadership. **PAGE 30.** Current NCTA President Wheeler warns CTAM delegates against complacency. **PAGE 32.** A CTAM management session analyzes the growing problem of recruiting cable manpower. **PAGE 32.** There is tiering in the eyes at CTAM's finale. **PAGE 34.**

LAW & REGULATION

AFTER THE SHOCKS ☐ The NAB executive committee assesses its next moves following broadcasting's setback at the hands of the Copyright Royalty Tribunal and the FCC's decision to lift cable restrictions. NAB's radio task force also gets busy. **PAGE 38.**

NEWSROOM SEARCH RELIEF ☐ The Senate approves legislation that would limit *Stanford Daily*-type invasions. The House has an even stronger version in the works. **PAGE 40.**

FCC MONEY MATTERS ☐ Nearly $2 million is being spent by the commission for outside consultants and contractors in the current year. **PAGE 40.** Goldwater gets a breakdown of FCC travel expenses. **PAGE 44.** Commissioner Lee questions items in the increased budget that's being sought. **PAGE 44.**

BUSINESS

AHEAD OF THE GAME ☐ Despite the softening economy, stocks of publicly owned broadcasters held up reasonably well in the second quarter. **PAGE 45.**

JOURNALISM

BRINKLEY WAVED IN ☐ NBC-TV calls on its veteran anchorman to add more hard-news emphasis to the network's reconstituted prime-time magazine series next fall. **PAGE 47.**

PROGRAMING

'TODAY' RESTRUCTURED ☐ The long-running NBC morning show undergoes changes in an endeavor to recapture the top spot in the a.m. ratings. **PAGE 48.**

TECHNOLOGY

FCC TRIMS EXPECTATIONS ☐ Under the current plan for reduced channel spacing, the commission envisions the addition of only 300 AM outlets and not many of them in major markets. **PAGE 51.**

STAND PAT ☐ U.S. leaders to WARC tell a Hill subcommittee that policy operations in the international area functioned well last fall in Geneva.. **PAGE 52.**

MEDIA

CANADIAN CABLE GIANT ☐ The dominion approves Canadian Cablesystems Inc.'s 85% purchase of Premiere Cablevision Inc., clearing the way for the creation of the world's largest MSO. The price is $88 million. **PAGE 53.**

PROFILE

GROUP W THERAPY ☐ Ed Vane is happy about the challenges he has met in the past year as president and chief executive officer of Group W Productions But these successes have only served to stimulate his desire to get the company involved in more areas of TV programing. **PAGE 81.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Affiliated Publication	6 mo. 6/29	$98,076,000	+11.9	$4,502,000	-0.4	87	$87,624,000	$4,519,000	88
BBDO International	6 mo. 6/30	75,800,000	+15.5	5,507,000	+15.9	2.19	65,600,000	4,751,000	1.89
John Blair & Co.	6 mo. 6/30	107,084,000	+20.9	5,320,000	- 4.6	1.43	88,541,000	5,578,000	1.50
Charter Co.	6 mo. 6/30	2,255,149,000	+40.2	50,370,000	-42.2	1.72	1,607,886,000	87,146,000	4.00
Cohu	6 mo. 6/30	12,377,149	+16.3	531,794	+11.9	32	10,644,452	475,035	.28
Conrac	6 mo. 6/30	75,194,000	+15.3	2,436,000	+104.5	40	65,207,000	-2,332,000	40
Cowles Communications	6 mo. 6/30	8,302,000	+10.2	2,901,000	+12.4	.73	7,536,000	2,581,000	.65
Eastman Kodak	24 wk. 6/15	4,267,741,000	+23.9	488,403,000	+16.2	3.03	3,445,460,000	420,231,000	2.60
Gross Telecasting	6 mo. 6/30	5,598,981	+14.5	1,430,461	+19.9	1.79	4,889,457	1,192,801	1.49
Heritage Communications	6 mo. 6/30	11,715,613	+80.5	1,013,788	+172.9	32	6,491,544	371,519	15
Interpublic	6 mo. 6/30	202,749,000	+18.4	10,373,000	+4.1	2.32	171,174,000	9,962,000	2.27
Kansas State Network	9 mo. 5/31	10,071,000	+6.7	5,894,000	+238.2	3.12	9,442,000	1,743,000	96
Knight-Ridder	6 mo. 6/30	532,475,000	+13.4	43,301,000	+1.9	1.33	469,732,000	42,514,000	1.29
Liberty Corp.	6 mo. 6/30	144,478,000	+ 9.6	14,959,000	-8.8	1.16	131,843,000	16,407,000	1.25
LIN Broadcasting	6 mo. 6/30	30,209,000	+11.6	6,928,000	+12.8	2.51	27,065,000	6,141,000	2.23
Post Corp.	6 mo. 6/30	37,649,000	+15.1	1,174,000	-39.1	64	32,698,000	1,927,000	1.06
RCA	6 mo. 6/30	3,932,900,000	+8.1	155,800,000	+5.5	1.69	3,638,000,000	147,700,000	1.94
Schering-Plough	6 mo. 6/30	809,103,000	+17.4	137,157,000	+13.3	2.55	689,075,000	121,033,000	2.25
Scientific-Atlanta	Year 6/30	191,997,000	+47.9	12,721,000	+67.6	1.31	129,757,000	7,590,000	89
Scripps-Howard Broadcasting	6 mo. 6/30	36,634,000	+9.1	7,904,000	+ 6.0	3.06	33,575,000	7,454,000	2.89
Storer Broadcasting	6 mo. 6/30	90,134,000	+10.8	12,963,000	+22.6	1.12	81,372,000	10,596,000	1.03
Taft Broadcasting	3 mo. 6/30	55,900,000	+7.5	6,323,000	-10.0	65	51,988,000	7,023,000	.83
Technical Operations	9 mo. 6/28	22,454,000	+30.7	1,072,000	-15.8	85	17,182,000	1,272,000	91
Transamerica	6 mo. 6/30	2,180,075,000	+15.2	123,089,000	+ 3.0	1.81	1,891,966,000	119,486,000	1.78
20th Century-Fox	6 mo. 6/28	402,457,000	+31.2	38,033,000	+41.6	3.45	306,698,000	26,864,000	2.43
Washington Post Co.	26 wk. 6/29	321,702,000	+13.8	16,429,000	+91.1	1.17	282,570,000	8,598,000	.54

AUG.

18

1980

All squared away for Campaign 80
The in-between world of television's agents

Broadcasting Aug 18

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

8/28/80 C1750-1 U-

WE SCOOP ALL OF THE BIG NAMES THAT BLOW IN FROM THE COAST.
That's because we offer viewers our exclusive GulfScan 2 Radar system that links us to every Weather Bureau radar station on the Gulf, plus our sophisticated SuperScan 2 Color Radar. Which is why, when it comes to tracking bad weather, we're good to the last drop. **KPRC TV HOUSTON**

Petry Television, Inc., National Representatives, NBC Affiliate.

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J P KENNEDY
CIS ##SAMPLE
7101 WISCONSIN AVE
WASHINGTON DC 20014

BEST AVAILABLE COPY

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	00	1,113
FM Translators	317	0	0	317	74	491
TV Translators						
UHF	2,538	0	0	2,538	90	2,728
VHF	1,304	0	0	1,304	22	1,726

*Special temporary authorization

**includes off-air licenses

Broadcasting Aug 4 1980
67

Summary of Broadcasting

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TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

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*Special temporary authorization

**Includes off-air licenses

Broadcasting Aug18

The Week in Brief

TOP OF THE WEEK

SCRATCHING IN THE GARDEN ☐ Broadcasters are hard put to keep up a lively flow of news during the Democratic national convention. There are high points, but not sufficient to put to rest doubts about the extensive efforts required. **PAGE 24.** On the ratings side, the donkey tied with the elephant as ho-hum television fare. **PAGE 25.** But for many broadcasters, the increased use of satellite technology from Madison Square Garden made the convention a winner. **PAGE 25.**

DEBATE GUIDELINES ☐ The League of Women Voters issues criteria for participation in the presidential confrontations, and the TV sessions may be three-person affairs. **PAGE 29.**

RKO SPIN-OFF ☐ Jencks is picked to head a new company that would take over the 13 licenses under a proposal that may be gaining favor at the FCC. **PAGE 30.**

WTAR-TV GOES FOR $40 MILLION ☐ Knight-Ridder is the new buyer for the Norfolk, Va., facility that was almost sold to Scripps-Howard earlier this year. **PAGE 30.**

SPECIAL REPORT

THE 10 PERCENTERS ☐ The agent just may be television's ultimate middleman with methods of operation and financial legerdemain that could make a fictional script. Here's a close-up of some of the practitioners and how they view their world. **PAGE 32.**

BUSINESS

NO JITTERS ☐ JWT's Tomio says that recession shadows haven't frightened advertisers into budget cuts. He does cite soft areas of the networks and says that sports sales will suffer from oversaturation. **PAGE 42.**

WHERE IT REALLY HURTS ☐ Analysts assess the financial implications of the SAG-AFTRA strike. Network affiliates are likely to suffer from adjacency losses. **PAGE 44.**

BAR SELLING ☐ The ABA reports more lawyers are advertising on radio and television and notes increasing creativity in the messages. **PAGE 48.**

LAW & REGULATION

SIGNAL SNATCHING ☐ The California decision to allow sale of STV decoders renews the call for congressional help against unauthorized pick-ups. **PAGE 51.**

REPEAL APPEALS ☐ The NAB asks the FCC for a rulemaking to wipe out, or at least modify, regulations dealing with personal attacks and political editorializing. **PAGE 52.**

JOURNALISM

CAMERAS IN COURTS DEFENDED ☐ The RTNDA and 14 media organizations file a friend-of-the-court brief with the Supreme Court. It backs Florida's contention that newsgathering gear does not interfere with a fair trial. **PAGE 54.**

TECHNOLOGY

ENERGY SAVINGS ☐ PBS explains why it is high on a plan that it says would halve UHF power costs without reducing coverage. **PAGE 56.**

INTERIM DBS POLICY ☐ An NTIA official suggests that the FCC allow temporary operation before hemispheric allocations are implemented in 1983. **PAGE 56.**

SMALLER VIDEO RECORDING ☐ A new VCR by Technicolor and Funai uses quarter-inch tape. **PAGE 58.**

PROGRAMING

MARCHING INTO NEW ORLEANS ☐ The NAB reports a record 1,200 have signed for its third annual radio programing conference. The 52 exhibitors also represent a new high. **PAGE 60.**

TOUGH TALK ☐ AFTRA makes it clear at its annual convention that it intends to negotiate more sharply with TV networks in the future. **PAGE 60.**

PROFILE

KEEPING THE CONNECTION ☐ HBO's Nick Nicholas has some ideas that seem unorthodox to people in conventional television. But, as chairman and chief executive officer of pay cable's largest service, he recognizes sheer numbers of viewers are not as important as satisfied customers. **PAGE 89.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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SPECIAL REPORT ON RADIO 1980

It is red hot

Broadcasting Aug 25

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

8/28/80 C 1750-1 U -

Stations Coast-to-Coast Pick A Winner

Your New Day

WITH

VIDAL SASSOON

From New York (WABC-TV) to Los Angeles (KTTV-TV)...
From San Francisco (KRON-TV) to Buffalo (WVIB-TV)...
From Chicago (WGN-TV) to Dallas-Fort Worth (KTVT-TV)...
From Flint-Saginaw-Bay City (WEYI-TV) to Kansas City (KMBC-TV)...

Stations who are leaders in their markets are picking this season's hottest new daytime half-hour —, YOUR NEW DAY with Vidal Sassoon.

Premieres September 8th

[illegible]
John Doscher, Jack Thayer, John Murphy, Dave Grimm, Virginia [illegible]
[illegible]

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMP
7101 WISCONSIN AVE
WASHINGTON DC 20014

Broadcasting Aug25

The Week in Brief

TOP OF THE WEEK

OVER AT LAST ☐ ABC, the last holdout among the three networks, settles with the Justice Department and brings an end to the eight-year antitrust suit. **PAGE 31.**

STRANGE SEPTEMBER ☐ As the actors strike continues, the networks are forced to develop "strike schedules" for the fall season. NBC will buttress its line-up with *Shogun* and *Centennial,* ABC will lean on sports while CBS has *60 Minutes* and *Tim Conway.* **PAGE 31.**

OPENING UP ☐ Major markets across the country are awarding, or are in the process of studying, cable franchises. This survey examines the progress in the top 30 ADI's. **PAGE 35.**

SPECIAL REPORT

Radio 1980

BROADCASTING's annual examination of the Fifth Estate's first medium finds a lot happening. **PAGE 40.** Overviews on national sales (**PAGE 43**), opinions on the regulatory climate (**PAGE 48**) and the world of formats (**PAGE 52**) look at the changes in the past year. An interview with Kent Burkhart and Lee Abrams offers the views of the premier consultant team on radio's state of the art and where it's heading. **PAGE 54.** What ever happened to top-40 genius Gordon McLendon? He's still very much around and in love with a new medium—film. **PAGE 60.** Which are the top-rated stations in the country? A list of the top 10 outlets in the top 50 markets, along with format and number of listeners begins on **PAGE 62.** It's been a good year for program syndicators, with sales up, new programs and services and more competition. **PAGE 77.** News hasn't been standing still either. Local stations are going for far-away stories, new networks are offering more choices and demographics are becoming more important. **PAGE 86.** Digital is the latest word in the technological evolution that began with computers and was refined with microprocessors to make business, programing and monitoring more efficient. **PAGE 92.** National Public Radio, long respected for its news programing, wants to broaden its appeal. A new line-up of arts and entertainment shows and a full-scale promotional campaign to begin in the fall is the network's strategy. **PAGE 98.** FM's are the hot properties, but no one's counting AM out. The trends in station trading begin on **PAGE 99.**

LAW & REGULATION

PAY PIRACY ☐ The legal battle over unauthorized STV decoders heats up and seems to be turning in favor of the stations. **PAGE 103.**

BUSINESS

INCREASING THE VISIBILITY ☐ Relationship between the Spelling-Goldberg production organization and ABC comes in for front-page play in two major articles in *New York Times.* Emphasized this time around: Securities and Exchange Commission's interest in ABC's accounting practices. **PAGE 108.**

MEDIA

THE WINNER IS... ☐ Cox Cable gets the nod for the cable TV franchise in Omaha. The clincher is Cox's proposal for two-way interactive data exchange it calls Indax. **PAGE 110.**

PROFILE

DEBATABLE ☐ Lee Hanna's career in broadcast journalism—at stations in New York, Boston and at CBS and NBC—has prepared him well for his current project as director of the League of Women Voters presidential debates. He's approaching it like he does all his other tasks—at full throttle. **PAGE 137.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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The fortunate 501

Depending on where the line is drawn, either contemporary or beautiful music is the top format among the top 10 stations in the first 50 markets

There's a semantics battle going on in the radio format race, and it's a matter of interpretation whether contemporary or beautiful music leads the pack.

Broadcasting's examination of the programing of the top-10 stations in each of the top-50 markets, as measured by Arbitron's April/May metro survey, finds beautiful music filling 15.7% of 501 positions (there was one two-way tie for 10th place), down from 17.2% in last year's review.

But contemporary, if all sub-groupings of that format are counted, rolls up an impressive 32.2%, including contemporary, 8.4%; adult contemporary, 12.6%; urban contemporary, 1.4%; top 40, 5.4%, and other contemporary (bright contemporary, contemporary beautiful), 4.4%. Last year all forms of contemporary totaled 26.1% of formats.

AOR formats gained during the year, rising to 11.6% of the slots, up from 9.1% last year, while other forms of rock amounted to 3.4%, down from 4.2%. All forms of country also increased, accounting for 10.2% of the top formats, as against 4.2% last year.

Other formats showing gains were MOR, up to 8.0% from 6.9% and news and news/talk, up to 7.4% from 7.1%. Showing dips were black (including soul/R&B/gospel/black) which occupied 4.0% of the top spots, down from 5.7%, and disco, at 1.2%, down from 4.2%.

FM widened its lead in the total top slots with 294 of the 501 places, up from 269 last year, while AM dropped to 204 from 229 in 1979. There were also three AM-FM combinations in the rankings.

The data on formats was compiled by Broadcasting from a variety of sources. The following are Arbitron's April/May rankings of the top-50 markets, as ranked according to total persons aged 12+ in the metro survey area. Audience figures represent total persons, 12+, average quarter hour, Monday-Sunday, 6 a.m. to midnight.

(The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service.)

1. New York

Station	Format	Avg. Persons
1. WBLS(FM)	Urban contemporary/R&B	201,700
2. WKTU(FM)	Contemporary	165,700
3. WCBS(AM)	All news	135,300
4. WOR(AM)	Talk	128,200
5. WINS(AM)	All news	120,400
6. WRFM(FM)	Beautiful music	115,700
7. WABC(AM)	Contemporary	110,800
8. WNBC(AM)	Contemporary	101,600
9. WPLJ(FM)	Album oriented rock	96,800
10. WPAT(FM)	Beautiful music	85,300

2. Los Angeles

Station	Format	Avg. Persons
1. KABC(AM)	News/talk	85,100
2. KBIG(FM)	Beautiful music	69,400
3. KMET(FM)	AOR	60,100
4. KJOI(FM)	Beautiful music	58,700
5. KNX(AM)	News	58,500
6. KFWB(AM)	News	51,500
7. KLAC(AM)	Country	50,800
8. KRLA(AM)	Oldies/contemporary	46,800
9. KRTH(AM)	Adult contemporary	42,200
10. KIIS-FM	Dance music	40,400

3. Chicago

Station	Format	Avg. Persons
1. WGN(AM)	MOR/talk	115,500
2. WLOO(FM)	Beautiful music	71,000
3. WBBM(AM)	News	69,100
4. WLS(AM)	Contemporary	67,900
5. WMAQ(AM)	Country	51,900
6. WLAK(FM)	Beautiful music	49,200
7. WIND(AM)	Talk/news	48,400
8. WLUP(FM)	AOR	12,500
9. WGCI(FM)	Black contemporary	37,200
10. WBMX(FM)	R&B	35,600

4. San Francisco

Station	Format	Avg. Persons
1. KGO(AM)	News/talk	64,100
2. KCBS(AM)	News	39,000
3. KFOG(FM)	Beautiful music	33,300
4. KFRC(AM)	Contemporary	31,500
5. KSOL(FM)	Urban contemporary	30,800
6. KNBR(AM)	MOR	30,400
7. KYUU(FM)	Adult contemporary	25,800
8. KSFX(FM)	Contemporary	23,800
9. KSFO(AM)	MOR	22,500
10. KDIA(AM)	Adult contemporary	22,400

5. Philadelphia

Station	Format	Avg. Persons
1. KYW(AM)	News	79,300
2. WIP(AM)	MOR	46,100
3. WWSH(FM)	Beautiful music	39,700
4. WMGK(FM)	Adult contemporary	39,500
5. WDAS(FM)	R&B	38,600
6. WMMR(FM)	AOR	37,000
7. WDVR(FM)	Beautiful music	35,100
8. WFIL(AM)	Adult contemporary	32,600
9. WYSP(FM)	Progressive rock	29,900
10. WUSL(FM)	MOR	29,500

6. Detroit

Station	Format	Avg. Persons
1. WJR(AM)	MOR/news/talk	73,300
2. WRIF(FM)	AOR	43,800
3. WMJC(FM)	Adult contemporary	34,600
4. WCZY(FM)	Beautiful music	33,200
5. WCXI(AM)	Country	32,100
6. WWJ-FM	Beautiful music	30,900
7. WJR-FM	Beautiful music	29,100
8. CKLW(AM)	Adult contemporary	29,000
9. WDRQ(FM)	Top 40	28,700
10. WNIC(FM)	Adult contemporary	27,700

7. Boston

Station	Format	Avg. Persons
1. WHDH(AM)	Adult contemporary	56,800
2. WBZ(AM)	Adult contemporary	47,500
3. WEEI(AM)	News	40,800
4. WJIB(FM)	Beautiful music	32,800
5. WBCN(FM)	Progressive rock	31,600
6. WVBF(FM)	Adult contemporary	27,100
7. WXKS-FM	Contemporary/disco	22,500
8. WCOZ(FM)	AOR	21,100
9. WROR(FM)	Adult contemporary	20,600
10. WRKO(AM)	Adult contemporary	18,200

8. Washington

Station	Format	Avg. Persons
1. WMAL(AM)	MOR/news/sports	44,400
2. WPGC-AM	Contemporary/oldies	43,900
2. WPGC-FM	Contemporary/oldies	43,900
3. WRQX(FM)	Contemporary/Top 40	40,800
4. WKYS(FM)	Disco	27,300
5. WGAY-FM	Beautiful music	26,400
6. WASH(FM)	MOR	21,700
7. WAVA(FM)	Adult rock	21,000
8. WTOP(AM)	News	20,900

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton Corp.	6 mo. 6/30	$62,341,000	+18.6	$1,735,000	+ 14.1	58	$52,580,000	1,520,000	.53
Filmways	3 mo. 5/31	33,363,000	+30.0	−6,455,000	−467.8	−74	25,666,000	1,755,000	.25
M/A Com	9 mo. 6/28	115,413,000	+25.9	9,121,000	+ 56.7	96	91,651,000	5,820,000	69
MCA	6 mo. 6/30	627,237,000	+12.8	67,505,000	− 27.6	2.87	555,934,000	93,282,000	4.00
Meredith Corp.	Year 6/30	349,000,000	+ 9.7	21,399,000	+ 31.0	6.87	318,091,000	16,332,000	5.28
MGM	9 mo. 5/31	130,889,000	−15.3	10,192,000	− 58.1	.32	154,595,000	24,330,000	.75
Oak Industries	6 mo. 6/30	179,688,000	+34.6	9,479,000	+110.6	1.79	133,458,000	4,500,000	1.18
Turner Broadcasting	Year 12/31/79	27,789,000	+18.6	−1,496,000	−224.3	−15	23,434,000	1,203,000	.12
United Cable TV	Year 5/31	44,678,000	+44.3	6,513,000	+ 65.6	1.59	30,966,000	3,929,000	.96

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

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*Special temporary authorization

**Includes off-air licenses

Station	*Format*	*Avg. Persons*
9. WMZQ(FM)	Modern country	19,200
10. WOOK(FM)	Black	17,500

9. Houston-Galveston

1. KRLY(FM)	Disco	37,500
2. KIKK-FM	Modern country	33,000
3. KPRC(AM)	News/talk	26,900
4. KYND(FM)	Beautiful music	25,600
5. KBRE(FM)	Contemporary	20,300
6. KMJQ(FM)	Contemporary rhythm	19,700
7. KLOL(FM)	AOR	18,800
8. KAUM(FM)	Contemporary/country	18,100
9. KILT-FM	Progressive rock	17,700
10. KTRH(AM)	News/talk/sports	16,500

10. Nassau-Suffolk, N.Y.

1. WNBC(AM)	Contemporary	29,400
2. WCBS(AM)	News	25,900
3. WRFM(FM)	Beautiful music	18,700
4. WBLI(FM)	Adult contemporary	17,300
5. WBLS(FM)	Urban contemporary	15,700
5. WOR(AM)	Talk	15,700
7. WPLJ(FM)	AOR	15,500
8. WCBS-FM	Solid gold rock	15,300
9. WHLI(AM)	Adult standards	14,100
10. WINS(AM)	News	13,900

11. Dallas-Fort Worth

1. KVIL-FM	MOR	35,600
2. WBAP(AM)	Country/MOR	33,400
3. KSCS(FM)	Country	28,600
4. KRLD(AM)	News/talk	24,300
5. KOAX(FM)	Beautiful music	23,000
6. KMEZ(FM)	MOR	19,800
7. KKDA-FM	Disco	18,600
8. KZEW(FM)	AOR	17,900
9. KTXQ(FM)	AOR	16,200
10. WFAA(AM)	News/talk	15,600

12. St. Louis

1. KMOX(AM)	Talk, news, sports entertainment	70,200
2. WWWK(FM)	Top 40-rock	25,200
3. KSHE(FM)	Progressive rock	24,600
4. KEZK(FM)	Beautiful music	20,900
5. WIL-FM	Modern country	18,600
6. WRTH(AM)	Standard MOR	17,900
7. KSLQ(FM)	Adult contemporary	16,500
8. KXOK(AM)	Bright contemporary	16,200
9. KMJM(FM)	Urban contemporary	11,800
10. KMOX-FM	MOR	11,400

13. Pittsburgh

1. KDKA(AM)	MOR/talk	84,700
2. WSHH(FM)	Beautiful music	24,300
3. WTAE(AM)	Adult contemporary	22,100
4. WDVE(FM)	AOR	18,200
5. WXKX(FM)	Contemporary	17,500
6. WAMO(FM)	R&B	15,400
7. KQV(AM)	News	14,800
8. WFFM(FM)	Adult contemporary	12,100
9. WEEP(AM)	Modern country	11,900
10. WJOI(FM)	MOR	11,700

14. Baltimore

1. WBAL(AM)	Contemporary	42,400
2. WIYY(FM)	AOR	24,200
3. WXYV(FM)	Urban contemporary	23,900
4. WLIF(FM)	Beautiful music	23,400
5. WPOC(FM)	Country	19,800
6. WFBR(AM)	Adult contemporary	19,400
7. WCBM(AM)	Adult contemporary	16,100
8. WWIN(AM)	R&B	13,400
9. WCAO(AM)	Adult contemporary	12,000
10. WMAR-FM	Beautiful music	11,800

15. Minneapolis-St. Paul

Station	Format	Avg. Persons
1. WCCO(AM)	Variety/MOR	65,100
2. KSTP-FM	Contemporary/MOR	27,400
3. KQRS-AM	AOR	24,700
3. KQRS-FM	AOR	24,700
4. WDGY(AM)	Modern country	20,500
5. WAYL-FM	Beautiful music	14,200
6. WLOL(FM)	Adult contemporary	14,100
7. KSTP-AM	Adult contemporary	12,900
8. WCCO-FM	Adult contemporary	12,700
9. KEEY-FM	Beautiful music	12,400
10. WWTC(AM)	Golden rock	11,200

16. Cleveland

Station	Format	Avg. Persons
1. WQAL(FM)	Personality/beautiful music	26,000
2. WMMS(FM)	Rock	22,500
3. WDOK(FM)	Beautiful music	20,700
4. WERE(AM)	News	19,600
5. WHK(AM)	Modern country	17,400
6. WZZP(FM)	Top 40	14,900
7. WGCL(FM)	Top 40	14,700
8. WWWE(AM)	MOR/sports	13,700
9. WGAR(AM)	Adult contemporary	13,200
10. WJW(AM)	MOR	11,900

17. Seattle-Everett-Tacoma

Station	Format	Avg. Persons
1. KIRO(AM)	News	22,200
2. KOMO(AM)	MOR	19,500
3. KSEA(FM)	Beautiful music	14,800
4. KISW(AM)	AOR	14,300
5. KJR(AM)	Personality contemporary	12,300
6. KPLZ(FM)	Adult contemporary	11,400
6. KXAM-FM	Adult contemporary	11,400
8. KVI (AM)	Talk	10,000
9. KBRD(FM)	Beautiful music	9,600
10. KYYX(FM)	Contemporary	9,300
10. KZOK-FM	AOR	9,300

18. Anaheim-Santa Ana-Garden Grove, Calif.

Station	Format	Avg. Persons
1. KBIG(FM)	Beautiful music	20,300
2. KMET(FM)	Rock	18,500
3. KABC(AM)	Talk	15,000
4. KRTH(FM)	Adult contemporary	13,200
5. KLAC(AM)	Country	13,100
6. KFI(AM)	Adult contemporary	11,100
7. KNX-FM	Adult contemporary	10,400
8. KJOI(FM)	Beautiful music	9,600
9. KMPC(AM)	Adult contemporary	9,400
10. KNX(AM)	News	9,000

19. Atlanta

Station	Format	Avg. Persons
1. WSB(AM)	Personality/adult contemporary	27,700
2. WVEE(FM)	Disco	27,300
3. WZGC(FM)	Contemporary	24,200
4. WKLS-FM	AOR	20,100
5. WQXI-FM	Contemporary/top 40	18,800
6. WPCH(FM)	Beautiful music	16,200
7. WPLO(AM)	Modern country	10,300
8. WLTA(FM)	Beautiful music	9,700
9. WSB-FM	Beautiful music	9,400
10. WGST(AM)	News/talk	8,800

20. San Diego

Station	Format	Avg. Persons
1. KJQY(FM)	Beautiful music	20,200
2. KFMB(AM)	Personality/adult contemporary	17,100
3. KPRI(FM)	AOR	13,500
4. KGB-FM	Contemporary	13,000
5. KSDO(AM)	News	11,600
6. XETRA(FM)	AOR	10,800
7. KGB(AM)	Contemporary	10,700
8. KFMB-FM	AOR	10,100
9. KIFM(FM)	AOR	9,500
10. KEZL(FM)	Beautiful music	9,200

21. Milwaukee

Station	Format	Avg. Persons
1. WTMJ(AM)	MOR/personality	33,800
2. WEZW(FM)	Beautiful music	27,100
3. WISN(AM)	Adult contemporary	23,200
4. WBCS-FM	Modern country	19,500
5. WLPX(FM)	AOR	16,200
6. WZUU-FM	Contemporary	8,900
7. WQFM(FM)	AOR	8,300
8. WOKY(AM)	Adult contemporary	7,600
9. WKTI(FM)	Contemporary	7,400
10. WFMR(FM)	Classical/jazz	6,600

22. Denver-Boulder

Station	Format	Avg. Persons
1. KBPI(FM)	AOR	19,500
2. KIMN(AM)	Top 40	16,700
3. KHOW(AM)	MOR	16,500
4. KLIR-FM	Beautiful music	15,800
5. KLZ(AM)	Modern country	14,500
6. KOA(AM)	News/talk	14,100
7. KOSI-FM	Beautiful music	12,500
8. KAZY(FM)	AOR	11,300
9. KPPL(FM)	Adult contemporary	10,600
10. KVOD(FM)	Classical	8,200

23. Miami

Station	Format	Avg. Persons
1. WRNC-AM	Spanish/talk	20,300
2. WQBA(AM)	Spanish	16,800
3. WHYI(FM)	Contemporary/top 40	15,400
4. WEDR-FM	R&B	11,500
5. WYOR-FM	Beautiful music	11,100
6. WCMQ-FM	Spanish MOR	10,200
7. WINZ(AM)	News/talk	9,900
8. WINZ-FM	AOR	9,200
9. WWWL(FM)	Soft rock	8,000
10. WNWS-AM	News/talk	7,700

24. Tampa-St. Petersburg

Station	Format	Avg. Persons
1. WWBA-FM	Beautiful music	22,200
2. WJYW(FM)	Beautiful music	15,300
3. WQXM(FM)	AOR	14,100
3. WSUN(AM)	Country/news	14,100
5. WRBQ(FM)	Contemporary	13,500
6. WFLA-FM	Beautiful music	12,900
7. WQYK-FM	Modern country	12,800
8. WOKF(FM)	Top 40 contemporary	12,000
9. WFLA(AM)	Adult contemporary	11,100
10. WWBA(AM)	Beautiful music	8,800

25. Providence-Warwick-Pawtucket, R.I.

Station	Format	Avg. Persons
1. WLKW-FM	Beautiful music	23,300
2. WPJB(FM)	Top 40	20,300
3. WPRO-FM	Top 40	15,300
4. WPRO(AM)	Contemporary	12,600
5. WEAN(AM)	News/sports	12,200
6. WHJY(FM)	Beautiful music	11,100
7. WJAR(AM)	MOR	10,100
8. WHIM(AM)	Country	9,400
9. WMYS(FM)	Adult contemporary	8,100
10. WBSM(AM)	Talk/oldies	7,900

26. Cincinnati

Station	Format	Avg. Persons
1. WLW(AM)	MOR	23,200
2. WKRQ(FM)	Contemporary	17,100
3. WEBN(FM)	AOR	15,400
4. WKRC(AM)	Adult contemporary	12,800
5. WCKY(AM)	MOR	12,700
6. WWEZ(FM)	Beautiful music	10,100
7. WUBE-FM	Modern country	9,200
8. WSAI-FM	AOR	8,800
9. WCIN(AM)	R&B	6,900
10. WSAI(AM)	Modern country	6,300

27. Phoenix

Station	Format	Avg. Persons
1. KNIX-AM-FM	Modern country	22,600
2. KTAR(AM)	News/talk	15,600
3. KOY(AM)	MOR	15,300
4. KQYT(FM)	Beautiful music	14,500
5. KOPA-FM	Top 40	14,100
6. KMEO-FM	Beautiful music	12,500
7. KDKB-FM	AOR	12,000
8. KJJJ(AM)	Country	8,100
9. KOOL-FM	Adult contemporary	8,000
10. KUPD-FM	Top 40/AOR	7,900

28. Kansas City, Mo.

Station	Format	Avg. Persons
1. WDAF(AM)	Country	20,200
2. KMBZ(AM)	MOR	18,300
3. KYYS(FM)	AOR	17,200
4. WHB(AM)	Adult contemporary	14,500
5. KMBR(FM)	Beautiful music	13,700
6. KPRS(FM)	R&B	11,600
7. KCEZ(FM)	Beautiful music	10,100
8. KUDL(FM)	Adult contemporary	8,800
9. KBEQ(FM)	Contemporary	7,800
10. KCMO(AM)	News	6,900

29. Buffalo, N.Y.

Station	Format	Avg. Persons
1. WJYE(FM)	Beautiful music	22,700
2. WBEN(AM)	MOR	20,800
3. WKBW(AM)	Adult contemporary	15,700
4. WBEN-FM	Rock	15,500
5. WGR(AM)	Contemporary	15,300
6. WGRQ(FM)	AOR	11,500
7. WBLK-FM	R&B	9,200
8. WADV(FM)	MOR/jazz	8,600
8. WPHD(FM)	AOR	8,600
10. WWOL(AM)	Modern country	4,300

30. San Jose, Calif.

Station	Format	Avg. Persons
1. KGO(AM)	News/talk	14,000
2. KLOK(AM)	Adult contemporary	8,700
3. KOME(FM)	Rock	8,200
4. KBAY(FM)	Beautiful music	7,600
5. KCBS-FM	Adult contemporary	7,300
5. KSOL(FM)	Urban contemporary	7,300
7. KNBR(AM)	MOR	6,800
8. KARA(FM)	Contemporary/oldies	6,700
9. KEZR(FM)	AOR	6,600
10. KYUU-FM	Adult contemporary	6,200

31. Norfolk-Portsmouth-Newport News-Hampton, Va.

Station	Format	Avg. Persons
1. WFOG-FM	Beautiful music	14,900
2. WMYK(FM)	AOR	14,600
3. WCMS-FM	Country	13,800
4. WGH(AM)	Contemporary	11,600
5. WNOR-FM	AOR	11,300
6. WOWI(FM)	R&B	11,200
7. WTAR(AM)	MOR/personality	10,100
8. WWDE(AM)	Adult contemporary	9,400
9. WRAP(AM)	Black	8,500
10. WKEZ(FM)	Beautiful music	7,000

32. Portland, Ore.

Station	Format	Avg. Persons
1. KGW(AM)	Contemporary	16,500
2. KXL-FM	Beautiful music	12,000
3. KGON(FM)	AOR	11,700
4. KEX(AM)	MOR	10,900
5. KUPL-FM	Beautiful music	10,600
6. KMJK(FM)	Contemporary/rock	9,100
7. KWJJ(AM)	Modern country	8,300
8. KYTE(AM)	Country	8,100
9. KXL(AM)	News/MOR	6,700
10. KINK(FM)	Adult AOR	6,600

33. Indianapolis

Station	Format	Avg. Persons
1. WIBC(AM)	MOR	23,000
2. WXTZ(FM)	Beautiful music	18,300
3. WTLC(FM)	R&B	13,500
4. WIKS(FM)	Contemporary	13,200
5. WIRE(AM)	Modern country	12,900
6. WFMS(FM)	Modern country	10,900
7. WNAP(FM)	Contemporary	10,400
8. WFBQ(FM)	AOR	9,800
9. WNDE(AM)	Contemporary	7,800
10. WATI(AM)	Beautiful music	4,300

34. New Orleans

Station	Format	Avg. Persons
1. WEZB(FM)	Top 40 contemporary	13,600
2. WBYU(FM)	Beautiful music	11,400
3. WTIX(AM)	Top 40	11,100
4. WYLD(AM)	Contemporary black	9,200
5. WSHO(AM)	Modern country	8,700
6. WSMB(AM)	MOR/talk	8,600
7. WGSO(AM)	News/talk	6,900
8. WQUE(FM)	Contemporary	6,700
9. WRNO(FM)	AOR	6,400
10. WWL(AM)	Talk/religion/country	6,000

35. Riverside-San Bernardino-Ontario, Calif.

Station	Format	Avg. Persons
1. KFI(AM)	Adult contemporary	14,700
2. KMET(FM)	Rock	9,600
3. KGGI(FM)	Top 40/contemporary	9,500
4. KDUD(FM)	Beautiful music	9,400
5. KBIG(FM)	Beautiful music	9,300
6. KNX(AM)	News	7,300
7. KOST(FM)	Beautiful music	6,400
8. KOLA(FM)	Contemporary	5,800
9. KCKC(AM)	Country	5,700
10. KCAL-FM	AOR	5,500

36. Columbus, Ohio

Station	Format	Avg. Persons
1. WLVQ(FM)	AOR	17,400
2. WNCI(FM)	Personality/adult contemporary	16,200
3. WBNS-FM	Beautiful music	15,000
4. WTVN(AM)	MOR	14,000
5. WXGT(FM)	Adult contemporary	11,500
6. WMNI(AM)	Country	9,800
7. WCOL(AM)	MOR	9,500
8. WBNS(AM)	Adult contemporary	8,900
9. WVKO(AM)	R&B/jazz	4,500
10. WHOK-FM	Country music	4,100

37. San Antonio, Tex.

Station	Format	Avg. Persons
1. KTSA(AM)	Contemporary	12,300
2. KCOR(AM)	Spanish	11,200
3. KQXT(FM)	Beautiful music	11,000
4. KKYX(AM)	Modern country	9,500
5. KITY(FM)	Contemporary	9,000
6. KEDA(AM)	Spanish/country	8,300
7. KBUC-FM	Modern country	7,900
7. WOAI(AM)	News/talk	7,900
9. KISS(FM)	AOR	5,600
10. WOAI-FM	Adult contemporary	5,200

38. Sacramento, Calif.

Station	Format	Avg. Persons
1. KZAP(FM)	AOR	19,100
2. KEWT(FM)	Beautiful music	13,900
3. KRAK(AM)	Country	8,400
4. KGNR(AM)	News/talk	8,000
5. KXOA-FM	Adult rock	7,200
6. KCTC(TFM)	Beautiful contemporary	6,900
7. KSFM(FM)	Adult contemporary	6,600
8. KHYL(FM)	Oldies	6,200
9. KROY(AM)	Contemporary	5,800
10. KFBK(AM)	News/talk	5,200

39. Rochester, N.Y.

Station	*Format*	*Avg. Persons*
1. WHAM(AM)	MOR	17,500
2. WEZO(FM)	Beautiful music	15,900
3. WMJQ(FM)	AOR	10,400
4. WBBF(AM)	Contemporary	9,500
5. WVOR(FM)	Adult contemporary	9,200
6. WHFM(FM)	Contemporary rock	7,500
7. WNYR(AM)	Country	6,200
8. WCMF(FM)	AOR	6,100
9. WDKX(FM)	Urban contemporary	5,400
9. WPXY(FM)	AOR	5,400

40. Fort Lauderdale-Hollywood, Fla.

Station	*Format*	*Avg. Persons*
1. WLYF(FM)	Beautiful music	13,000
2. WHYI(FM)	Contemporary/top 40	9,900
3. WKQS(FM)	Beautiful music	9,300
4. WNWS(AM)	Talk	9,000
5. WAXY(FM)	Adult contemporary	8,900
6. WRBD(AM)	Black/soul	7,400
7. WINZ(AM)	News/talk	6,900
8. WAIA(FM)	MOR	6,500
9. WSHE-FM	AOR	5,700
10. WIOD(AM)	Personality/MOR	5,600

41. Memphis

Station	*Format*	*Avg. Persons*
1. WHRK(FM)	Disco	12,600
2. WEZI(FM)	Beautiful music	10,500
3. WZXR(FM)	AOR	10,200
4. WMC(AM)	Modern country	9,700
5. WMC-FM	Contemporary rock	9,400
6. WDIA(AM)	R&B	8,700
7. WLOK(AM)	R&B	6,700
8. WQUD(FM)	Adult contemporary	5,600
9. WREC(AM)	Adult contemporary	4,500
10. WHBQ(AM)	Contemporary	3,800

42. Louisville, Ky.

Station	*Format*	*Avg. Persons*
1. WVEZ(FM)	Beautiful music	11,300
2. WAKY(AM)	Contemporary	10,400
3. WLOU(AM)	R&B	9,900
4. WHAS(AM)	Adult contemporary	9,400
5. WAMZ(FM)	Modern country	9,300
6. WKJJ-FM	Top 40 rock	8,300
7. WAVE(AM)	MOR	8,100
8. WINN(AM)	Modern country	6,200
9. WLRS(FM)	AOR	6,000
10. *WKJJ-AM	Country	5,800

*As of 8/11-formerly Top 40 rock

43. Hartford-New Britain, Conn.

Station	*Format*	*Avg. Persons*
1. WTIC(AM)	MOR	29,000
2. WRCH-FM	Beautiful music	13,800
3. WTIC-FM	Contemporary	9,500
4. WKSS(FM)	Contemporary beautiful	6,100
5. WPOP(AM)	News	5,300
6. WHCN(FM)	AOR	5,200
7. WCCC-FM	AOR	4,900
8. WDRC(AM)	Contemporary/Top 40	4,600
9. WRCQ(AM)	Adult contemporary/gold	4,500
10. WIOF(FM)	Beautiful rock	4,400

44. Dayton, Ohio

Station	*Format*	*Avg. Persons*
1. WHIO-FM	Beautiful music	19,900
2. WHIO(AM)	Personality/MOR	14,700
3. WTUE(FM)	AOR	11,600
4. WONE(AM)	Country	10,800
5. WDAO(FM)	Stereo soul	8,800
6. WVUD-FM	Album rock	8,200
7. WING(AM)	Adult contemporary	7,800
8. WDJX(FM)	Top 40	7,200
9. WAVI(AM)	Telephone talk	6,800
10. WLW(AM)	MOR	2,600

45. Birmingham, Ala.

Station	*Format*	*Avg. Persons*
1. WENN-FM	Disco	13,000
2. WKXX(FM)	Top 40	11,500
3. WSGN(AM)	Contemporary	8,700
4. WAPI-FM	Beautiful music	6,600
5. WZZK(FM)	C&W	5,800
6. WVOK(AM)	Modern country	5,500
7. WDJC(FM)	Religious	5,200
8. WERC(AM)	Top 40	5,000
8. WENN(AM)	Contemporary gospel	5,000
10. WRKK(FM)	AOR	4,600

46. Nashville/Davidson

Station	*Format*	*Avg. Persons*
1. WVOL(AM)	R&B	10,500
2. WSIX-FM	Modern country	9,900
2. WZEZ(FM)	Beautiful music	9,900
4. WSM(AM)	Country	7,800
5. WLAC(AM)	Adult contemporary	6,100
6. WSM-FM	Adult contemporary	6,000
6. WWKX(FM)	Top 40	6,000
8. WKQB(FM)	AOR	5,800
9. WBYQ(FM)	Contemporary	5,600
10. WKDF(FM)	AOR	5,200

47. Greensboro-Winston Salem-High Point, N.C.

Station	*Format*	*Avg. Persons*
1. WTQR(FM)	Country	12,000
2. WGLD-FM	Beautiful music	9,600
3. WKZL(FM)	AOR	8,900
4. WSJS(AM)	Adult contemporary	7,600
5. WSEZ(FM)	Top 40 contemporary	7,000
6. WRQK(FM)	Adult contemporary	5,900
7. WQMG(FM)	AOR/soul	5,400
8. WBIG(AM)	Personality/MOR	3,500
9. WAAA(AM)	Black	3,200
9. WHPE-FM	Religious	3,200

48. Albany-Schenectady-Troy, N.Y.

Station	*Format*	*Avg. Persons*
1. WGY(AM)	Personality/MOR	21,600
2. WFLY(FM)	Contemporary	11,200
3. WROW(AM)	MOR	10,700
4. WROW-FM	Beautiful music	7,800
5. WTRY(AM)	Top 40	7,500
6. WQBK(AM)	Talk	6,500
7. WHSH(FM)	Beautiful music	5,700
8. WPTR(AM)	Adult contemporary	5,400
9. WGNA-FM	Country	5,200
9. WQBK-FM	AOR	5,200

49. Salt Lake City/Ogden

Station	*Format*	*Avg. Persons*
1. KCPX-FM	Contemporary	8,400
1. KSL(AM)	Adult contemporary/talk	8,400
3. KALL(AM)	Spanish music/news	7,600
4. KLUB(AM)	Beautiful music	6,500
4. KSOP-FM	Country	6,500
6. KALL-FM	Spanish music/news	6,000
7. KSFI(FM)	Beautiful music	5,900
8. KRSP-FM	Top 40	4,800
9. KRGO(AM)	Country	4,300
10. KDAB(FM)	Adult contemporary	4,200

50. Oklahoma City

Station	*Format*	*Avg. Persons*
1. KKNG(FM)	Beautiful music	13,500
2. KTOK(AM)	MOR/sports	11,600
3. KEBC(FM)	Modern country	10,800
4. KXXY(FM)	Contemporary	8,900
5. KOFM(FM)	Top 40	7,800
6. KLTE-FM	Adult contemporary	6,100
7. KATT-FM	AOR	5,600
7. WKY(AM)	Contemporary	5,600
9. KXUE(FM)	Adult contemporary	5,500
10. KOMA(AM)	Contemporary	4,200

Dips down. The typical television station in 1979 experienced a 2.64% drop in pretax profits from the previous year, while increasing its revenues 6.70% from $3,764,600 in 1978 to $4,016,800 in 1979, according to figures released by the National Association of Broadcasters (BROADCASTING, Aug. 18). NAB's annual survey of television stations revealed that 88.5% made a profit last year, for a total average of $1,040,000, or a 25.86% profit margin, compared with $1,072,900 in pretax profits and a 28.50% margin for 1978.

NAB said that the modest 1979 increase in time sales and net revenues resulting in a profit decrease, "is the result of greater participation of secondary market, low-grossing UHF stations in the 1980 survey." Only 58.2% of the stations in operation during the full calendar year participated in the survey.

	1979	**1978**	**Percent change**
Total time sales	$4,588,100	$4,272,000	7.40%
From:			
Network compensation	422,100	378,900	11.40
National and regional	1,982,100	1,825,900	8.55
Local advertising	2,183,900	2,067,200	5.65
Total broadcast revenue	4,016,800	3,764,600	6.70
Nonbroadcast revenue	88,700	80,100	
Tradeouts and barter	87,200	77,300	
Total broadcast expense	2,976,400	2,691,700	10.58
Total salaries	1,094,500	1,028,200	
Profit margin (before tax)	25.86%	28.50%	-2.64
The bottom line (profit)	**$1,040,400**	**$1,072,900**	**-3.03**

Broadcasting Aug 25 1980
108

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

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*Special temporary authorization

**Includes off-air licenses

Beyond radio programing in New Orleans
Debate rages over presidential debates

Broadcasting Sep 1
The newsweekly of broadcasting and allied arts
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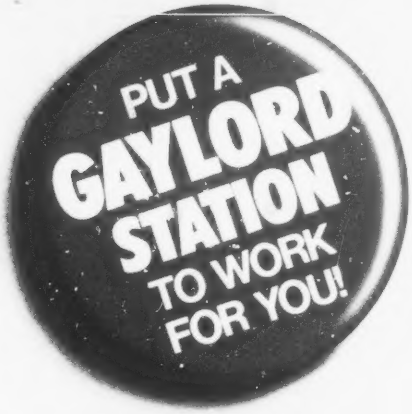
Campaigning for sales?



All Gaylord television and radio stations have an important distinction:

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Four are among the top 20 cities with the fastest net growth in ADI households the last decade.

Five are in the top 25 Metro markets in retail sales.

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WVUE-TV New Orleans ☐ WVTV Milwaukee ☐ WKY Oklahoma City ☐ KYTE/KLLB Portland

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Broadcasting Sep 1

The Week in Brief

TOP OF THE WEEK

DEBATES ARGUMENTS ☐ Carter and Reagan argue with each other and with the League of Women Voters over the format and the timing of candidate confrontations. National Press Club and *Face the Nation* get into the act. **PAGE 23.**

WHILE THE STRIKE IS COOLING ☐ Actors' strike looked to be on its way to settlement last Friday as both sides got down to serious discussion. **PAGE 23.**

SNEAK ATTACK ☐ The House passes a little-noticed amendment that would put a stop not only to public station's *The Dial*, but also to other publications and program guides put out by noncommercial outlets. **PAGE 26.**

SPECIAL REPORT

LARGER FOCUS IN NEW ORLEANS ☐ The NAB's annual Radio Programing Conference offers more than just programing. The more than 1,600 in attendance find workshops on promotion and management as well. Some like the wider range, while others criticize the quality of some of the workshops. **PAGE 27.** Summaries of the different activities begin on **PAGE 28.**

MEDIA

DIPS DOWN ☐ An NAB study of the top 50 markets finds media concentration decreased by 9% from 1963 to 1978. The association argues that marketplace forces make government intervention unnecessary. **PAGE 35.**

HIGH HOPES ☐ Programing from the new CBS Cable unit will be arts-oriented, but with a wider target than PBS. VP Shay hopes for June 1981 start-up. **PAGE 35.**

LAW & REGULATION

BACK TO BUSINESS ☐ The FCC comes back to work after its August vacation to a packed agenda. Heading the list of items to be considered this month and next are VHF drop-ins, RKO, UHF comparability, children's advertising and direct broadcast satellites. **PAGE 39.**

MORE HOT WATER ☐ RKO General notifies the FCC that its parent, General Tire & Rubber, is being assessed $24.5 million in back taxes in addition to $11.3-million tax fraud penalty by the IRS. New South, the company seeking to replace RKO as a TV licensee in Memphis, asks the FCC to investigate. **PAGE 39.**

PROGRAMING

DEFENDING 'BEULAH LAND' ☐ NBC asks a Yale professor to review its upcoming miniseries set on a Georgia plantation in Civil War times. He finds parts of it accurate. The network will prescreen the show for affiliates and advertisers prior to its Oct. 7,8 and 9 airings. **PAGE 41.**

CABLE UPDATE ☐ NCTA survey on local cable programing finds slight increase in number of access channels and more political cablecasting. **PAGE 42.**

SECOND WEEK SET ☐ CBS announces its plans for the second week of the fall season. In light of the actor's strike the network will air mix of reruns, movies and 'Empire Strikes Back' special. **PAGE 43.**

JOURNALISM

CONFRONTATION ☐ FBI confiscates film shot by a news crew from noncommercial KQED(TV) San Francisco at a Navy installation. The government charges trespassing, while the station may sue for violation of First Amendment rights. **PAGE 44.**

NEW PROJECT FOR CRONKITE ☐ The CBS anchor is the chairman of a new nonprofit venture that will send, via satellite, a live, half-hour news show to schools across the country. **PAGE 44.**

TECHNOLOGY

REINVENTING THE DISH ☐ As the number of satellites increases, so does the need for earth stations with multiple capacity. Two manufacturers have come up with a solution: antennas that can receive from up to 11 different satellites. **PAGE 46.**

BUSINESS

SATISFIED ☐ The GOP, pleased with the results of its television campaign, decides to run it longer and spend an additional $4 million between now and election day. **PAGE 48.**

PROFILE

CATALYST ☐ Gert Schmidt was just that when he united the competitive forces in Jacksonville, Fla., to find a permanent home for the channel 12 facility that is now WTLV(TV). Schmidt is now vice president of Harte-Hanks Television Group and chairman of the Jacksonville station. **PAGE 73.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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The Media

NAB tracks drop-off in concentration of media owners

Study of top 50 markets finds number of outlets increasing, incidence of multiple holdings decreasing; association argues marketplace forces are making government intervention unneeded

Media concentration in the top 50 markets decreased an average 9% from 1968 to 1978, according to a study prepared by the National Association of Broadcasters.

That figure, NAB stated, is for common ownership of newspaper and commercial radio and television outlets in those markets. Should public broadcasting outlets be included, the over-all percentage decrease would be 16%, a figure cited earlier by NAB (BROADCASTING, Aug. 25). The difference stems from the number of public television stations that have come into existence during that 10-year span.

NAB prepared the study with an eye to a number of government investigations looking at media concentration. The FCC, FTC and Justice Department have each considered the question in recent years and proposed and enacted various regulations restricting media crossownership.

The NAB, in releasing the study last week, said "the decrease is due to both the operation of the FCC's regulation against transfer of properties involving cross-ownership and the natural growth of the broadcasting industry. The results demonstrate that the marketplace is operating to reduce media concentration."

Stations included in NAB's analysis were those reported in Arbitron's November 1968 and 1978 measurement reports. Newspapers included in the study were those having a daily circulation of at least 100,000. NAB pointed out that the study did not include cable television, magazines or other media available in each market.

The cumulative 10-year variation shows that in the top 10 markets, there was a 38% increase in total owners, with a 14% decrease in the number of media outlets per owner. In 1968, there were 293 radio stations in the top 10 markets, as opposed to 367 in 1978. Television outlets for that period went from 67 to 73, and newspapers from 43 to 39. Media owners numbered 243 in 1968, with 147 owning radio only, 24 in television only, 25 in newspapers, only 30 having ownership in radio and television, four in radio and newspapers, one in television and newspapers and 12 in all three media.

Those figures contrast to the total number of media owners in 1978 which increased to 336. Of those, 230 had ownership in radio only, 44 in television only, 29 in newspapers only, 23 in radio and TV, four in radio and newspapers, two in television and newspapers, and four in all three.

In the top 50 markets, while cross-ownership decreased 9%, the number of owners increased 41%. There was a 52% decrease in the number of owners having holdings in all three media, and a 34% decrease in those having an interest in both radio and television.

The markets with the largest decreases in media concentration were Rochester, N.Y., Dallas/Fort Worth, Washington, Salt Lake City and Buffalo, N.Y.

Rochester experienced a 40% decrease in outlets per owner over the 10-year period, with total owners going from seven to 15, and the total number of outlets increasing from 15 to 23, the largest increase in the radio category.

Dallas/Fort Worth lost two television outlets during that period, resulting in a 3% decrease in the number of outlets, and an over-all decrease of 33% in outlets per owner. The market did gain one radio station, and nine owners with an interest in radio only, resulting in a 45% increase in total owners.

The totals for the top 50 markets

	1968	1978	% Change
Media owners			
Radio only	473	754	+59
TV only	85	148	+74
Newspapers only	59	68	+15
Radio and TV	93	61	−34
Radio and newspapers	10	10	—
TV and newspapers	7	7	—
Radio, TV and newspapers	25	12	−52
Total owners	751	1,060	+41
Media outlets			
Total radio	787	1,204	+37
Total TV	211	226	+ 7
Total newspapers	124	117	− 6
Total media outlets	1,213	1,547	+28
Outlets per owner	1.61	1.46	− 9

Washington gained five radio stations, lost one television station and one newspaper between 1968 and 1978, resulting in a 53% increase in ownership, 8% increase in the number of outlets, and a 30% decrease in the number of outlets per owner.

CBS Cable: playing on the upscale

Programing from this new unit will be directed to the high end of demographics, says Shay; start-up planned for June 1981

At the National Cable Television Association convention in May, Bob Shay was telling the cable industry "you'll be hearing from us." The "us" he had in mind was CBS Cable, the then newly formed company unit that Shay, former station manager of CBS-owned KNXT(TV) Los Angeles, had been named to head. At NCTA, Shay wasn't saying much about CBS's plans in the cable field, beyond pointing to the unit's announced "three basic functions"—"provide a unique high quality programing service," "develop and produce original programing" and "present programing currently not available in any other medium."

Back in his offices in the CBS New York headquarters, the vice president and general manager of CBS Cable gives no impression of rushing to judgment in building the new operation. His timetable calls for a "formal presentation" to the industry at the Western Cable Show in December. And he freely admits to "taking a lot of time" in making the personnel selections for a staff that should eventually be 100. Planned start date is June 1981, and Shay figures on having a "basic" staff in place by Oct. 1, with his sales force ready for the streets by April 1 of next year.

With Shay since the initial announcement have been Charlotte Schiff Jones, vice president, marketing, the former executive vice president of Manhattan Cable, and Gary Hoffman, vice president of programing and production, who had been director of program development for CBS's owned television stations.

While the process of pulling the pieces together proceeds, the broad outline of CBS Cable is already forming. Beaming a signal over Westar III, CBS will provide

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Growth areas. Looking at the past to detect trends for the future, the Television Bureau of Advertising has named consumer services, home and auto do-it-yourself products, apparel, retail stores and new technology as what TVB President Roger D. Rice called "prime candidates for major growth in television advertising in the 1980's."

A TVB analysis of advertising trends of the 1970's not only showed "growth for such traditional television advertisers as foods, toiletries, automotive, proprietary drugs, confectionery products and soft drinks," Rice said, but also provided "insights into emerging television business areas for the 1980's."

TVB traced the 1970-79 growth in TV spending by what it called "emerging television categories of the 1970's" which show promise for continued expansion. In addition, Rice said, other categories of promise continue to emerge, including legal, medical, dental and other consumer services; do-it-yourself products in many fields; apparel manufacturers and the new technologies that would compete with broadcast TV.

TVB summarized the 1970's track record of "emerging television categories" as follows:

Leisure-time products and services	TV expenditures 1970	1979	Annual growth rate	Dollar increase
Restaurants and drive-ins[1]	$43,600,000	$453,100,000	30%	$409,500,000
Movies and theaters[1]	22,600,000	175,400,000	26%	152,800,000
Publishing and media[3]	20,800,000	129,700,000	23%	108,800,000
Records and tape recorders[3]	7,800,000	87,500,000	31%	79,700,000
Amusements and entertainment[3]	11,400,000	68,800,000	22%	57,300,000
Retail				
Department and discount stores[1]	$63,000,000	$301,800,000	19%	$238,800,000
Food stores and supermarkets[2]	30,400,000	159,000,000	20%	128,600,000
Furniture stores[2]	17,400,000	122,500,000	24%	105,000,000
Clothing stores and ready-to-wear apparel[1]	18,100,000	105,700,000	22%	87,600,000
Miscellaneous				
Wine[3]	$19,000,000	$103,300,000	21%	$84,400,000
Communications and public utilities[3]	15,600,000	93,900,000	22%	78,300,000
Trucks and mobile homes[3]	7,000,000	74,000,000	30%	67,000,000
Equipment and fixtures[3]	7,900,000	67,800,000	27%	60,000,000

Notes: [1] National and local television advertising
[2] Local television advertising only
[3] National television advertising only

Source: Television Bureau of Advertising analysis from Broadcast Advertisers Reports data.

June jump. Investments in network television advertising in June climbed by 23.9% over June 1979 to $401.2 million, according to the Television Bureau of Advertising.

Using figures supplied by Broadcast Advertisers Reports, TVB said that on a daypart basis, nighttime registered the largest gain, rising by 27.7% to $275.4 million, followed by weekday daytime, up 16.9% to $89.8 million, and weekend daytime, up 17.7% to $35.9 million.

May

	1979	1980	% change
Daytime	$108,142,800	$125,738,700	+16.3
Mon-Fri.	76,809,600	89,804,100	+16.9
Sat.-Sun.	31,333,200	35,934,600	+14.7
Nighttime	215,676,100	275,427,600	+27.7
Total	$323,818,900	$401,166,300	+23.9

January-June

	1979		% change
Daytime	$ 732,978,100	$ 856,403,200	+16.8
Mon.-Fri.	492,619,200	585,880,600	+18.9
Sat.-Sun.	240,348,900	270,522,600	+12.6
Nighttime	1,458,818,300	1,659,184,600	+13.7
Total	$2,191,796,400	$2,515,587,800	+14.8

By Network

Quarter	ABC	CBS	NBC	Total
Jan.-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700
April-June	473,396,000	428,389,400	381,722,700	1,283,508,100
Year-to-date	$949,925,700	$823,753,700	$741,908,400	$2,515,587,800

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Cap. Cities	6 mo 6/30	227,228,000	14.6	35,716,000	17.7	2.71	198,242,000	30,322,000	2.20
Cox	6 mo 6/30	144,010,000	25	22,748,000	7	1.68	115,297,000	21,335,000	1.59
Foote Cone & Belding	6 mo 6/30	78,121,000	22.9	5,500,000	45.9	2.04	63,555,000	3,769,000	1.45
Harris Corp.	year/6/30	1,300,932	21	79,682,000	15.8	2.63	1,074,881	68,772,000	2.32
Harte-Hanks Communications	6 mo 6/30	141,604,000	26.3	9,790,000	17.7	1.04	112,064,000	8,315,000	.90
Lee Enterprises	9 mo 6/30	103,306,000	18.6	15,963,000	45.1	2.22	87,095,000	10,994,000	1.51
MCI	3 mo 6/30	48,081,000	64.1	4,026,000	90.9	.05	29,629,000	2,108,000	.04
New York Times Co.	6 mo 6/30	358,214,000	15.2	21,883,000	28	1.82	310,923,000	17,077,000	1.44
Times Mirror Co.	28 wks 7/13	921,060,000	16.2	60,149,000	-10	1.76	792,525,000	66,815,000	1.97
Warner Communications Inc.	6 mo 6/30	876,945,000	11.9	60,599,000	18.7	2.13	783,275,000	51,010,000	1.91
Wometco	24 wks 6/14	153,168,000	13.6	9,446,000	6	1.02	134,747,000	8,909,000	.97

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

*Special temporary authorization

**Includes off-air licenses

Rulemakings on the way for VHF drop-ins, low-power TV

Broadcasting Sep 8
The newsweekly of broadcasting and allied arts
Our 49th Year 1980

KSTP-TV's 10PM News share?

51%

**SOURCE: July 1980 Arbitron comparing metro 5 and 7 day averages. Subject to normal ratings qualifications.*
***SOURCE: July 1980 Arbitron comparing ADI program audience averages. Subject to normal ratings qualifications.*

A stunning 51% of the available audience in the Twin Cities at 10PM is watching ABC Affiliate, KSTP-TV's 10PM EYEWITNESS NEWS. That's more viewers than ALL THE OTHER STATIONS PUT TOGETHER, even the ones programming something other than news!* And if you want to reach 18–49's, reach for KSTP-TV's EYEWITNESS NEWS again. Because early and late, more 18–49's watch Channel 5 than all the other stations PUT TOGETHER, even the ones programming something other than news!**

When you want to reach the Twin Cities, do what MOST people there do. Reach for KSTP-TV!

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Minneapolis, St. Paul

#1 EYEWITNESS NEWS
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For more information, call KSTP-TV sales at (612)646-5555 or your nearest Petry Office.

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Broadcasting Sep 8

The Week in Brief

TOP OF THE WEEK

MORE TV OUTLETS ☐ The FCC is expected this week to approve those four VHF drop-ins that have been waiting to drop for years and then go on with rulemakings to create low-power stations for minorities and noncommercial use. **PAGE 23.**

SHORT-TERM EXPECTATIONS ☐ Washington gets embroiled in election fever, but that doesn't mean the wheels of government have ground to a halt. There are busy agendas for all concerned. **PAGE 23.**

THE TV FORUM ☐ The debatable debates are still up in the air, but Reagan and Carter are having at each other in a more subtle fashion in television commercials. **PAGE 28.**

MAKING BUCKS FOR PUBLIC TV ☐ A special task force of PBS and its member stations elaborates on possible avenues for more revenues. Included is a three-way plan to realize money from satellite services and other program-related operations. **PAGE 30.**

PROGRAMING

IN DEFENSE OF PTAR ☐ SRA sings the praises of the prime-time access rule as it beseeches the FCC commissioners to disregard their staff's negative evaluation of the rule. **PAGE 34.**

THE PINCH ALREADY ON ☐ Pay programers, in affidavits supporting Justice Department action against Premiere, contend they already are having trouble getting product from film companies in the proposed joint venture with Getty Oil. **PAGE 36.**

TECHNOLOGY

NO SWEAT ☐ An NTIA study concludes that the transition to 9 khz channel spacing could be done quickly, without much expense and with little disruption to service. **PAGE 38.**

JOURNALISM

TV'S NEWEST SYNDICATOR ☐ News/Information Weekly Service is set up by Telepictures and United Software. **PAGE 43.**

BUSINESS

THE BOOM IN CABLE STOCKS ☐ Wall Street analysts believe buy-out possibilities have triggered market action and that the upward pressure has spilled over to stocks of equipment suppliers. There are warnings that start-up costs for new franchises could depress earnings in the short term, and that the rush for franchises could produce sticky local problems. **PAGE 44.**

SUMS IN THE SUN ☐ Money matters will again dominate the talk of broadcast financial managers at the BFM convention in San Diego next week. **PAGE 44.** Here's a complete rundown of the four-day agenda. **PAGE 46.**

LAW & REGULATION

RESUSCITATION ☐ The House Commerce Committee is trying to breathe life back into the Swift crossownership bill that earlier had been crushed under the weight of various amendments that committee members tried to tack on it. **PAGE 50.**

AFTER THE PARTY ☐ There are misgivings about AT&T's picking up the tab for an NTIA reception that capped a conference on minority women in commercial broadcasting and technology. **PAGE 50.**

CLOSING DOORS TO POLITICS ☐ Herman Talmadge introduces legislation that would exempt noncommercial stations from the reasonable-access provisions of Section 312 of the Communications Act. His action follows a Georgia primary incident in which an opponent got time on a state public TV network on the basis of the federal statute. **PAGE 52.**

D.C. BAR ALARMED ☐ Washington communications circles are upset about the possibility of an FCC move across the Potomac to Rosslyn, Va. **PAGE 53.**

PROFILE

CNN'S SCHONFELD ☐ When Ted Turner found Reese Schonfeld, his search for a man to set up his Cable News Network and serve as its president came to a sudden halt. It also marked the start of a new career tangent for a man who for 25 years has scrapped in the "Front Page" tradition for television news. **PAGE 77.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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SEPT
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The sudden prospect of low-power TV
Special report on DBS □ "At Large" with Joe Charyk

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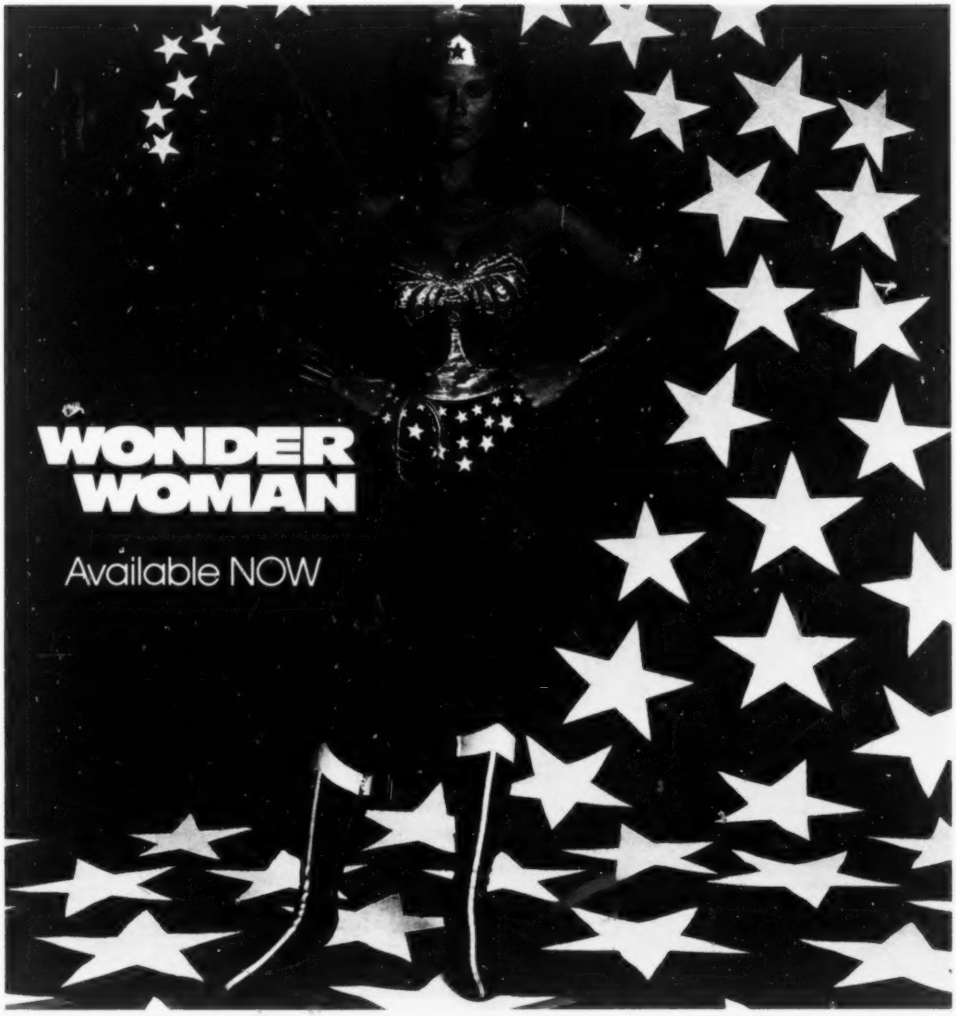

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Broadcasting Sep 15

The Week in Brief

TOP OF THE WEEK

HIGH HOPES FOR LOW POWER ☐ The FCC unanimously approves rulemaking looking toward creation of limited-range TV's, which would operate under far fewer rules than current full-service operations. **PAGE 29.**

DROPPING IN FOUR ☐ The commission also approves four specific VHF drop-ins, but once again delays consideration of drop-ins anywhere. **PAGE 32.**

RUNNING ON RECORD ☐ The White House showcases the advances made since institution of its minority ownership program. **PAGE 33.**

MISSING PERSON ☐ League of Women Voters officially invites Anderson, but Carter says he won't play in at least the first planned candidate debate. **PAGE 33.**

COUNTERMOVE ☐ Reagan forces fight back as Carter campaign attempts to force issue of independent-committee advertising. **PAGE 34.**

SPECIAL REPORT

DBS: LEVER FOR CHANGE ☐ After nearly two decades of research and development, direct broadcast satellites bid for a place in the telecommunications world. The main impetus is coming from Comsat. This special report offers insight to the background, status and prospects of DBS. It also presents the misgivings of opponents. **PAGE 36.** In an "At Large" interview, Comsat's Charyk says there has been overreaction from the broadcasting industry. He also fields questions on other aspects of the government-created private organization. **PAGE 56.**

IBC BY THE SEA ☐ Digital topics will dominate the agenda of eighth International Broadcast Convention this week in Brighton, England. **PAGE 66.** The IBC exhibitor lists begins on **PAGE 69.**

MEDIA

NRBA'S BIGGEST YET ☐ The radio association's convention three weeks from now in Los Angeles is already attracting record registrations and record exhibits. **PAGE 73.**

SILVERMAN'S MESSAGE ☐ The potential of the new home video technologies is downplayed by NBC's president in an address to the Hollywood Radio and Television Society. **PAGE 74.**

PROGRAMING

EMMY GETS STOOD UP ☐ The annual awards telecast is boycotted by strike-sympathizing actors and actresses and there is a sharp drop-off in the ratings. **PAGE 77.**

LAW & REGULATION

NAB BATS .500 ☐ The association wins a concession from the FCC on its plea for establishment of a government-advisory committee on radio allocations. However, it gets a turndown from the commission on a request for protection from "frivolous" petitions to deny. **PAGE 80.**

WHO'S AT THE WHEEL? ☐ The FCC is conducting an investigation of charges that five TV stations are illegally controlled by Mexican interests. **PAGE 81.**

JOURNALISM

INTERNATIONAL NEWS FREEDOM ☐ There is less apprehension about the MacBride report to the UNESCO conference in Yugoslavia this month. It follows M'Bow's indication that he would remain flexible, despite report recommendations that are counter to U.S. First Amendment traditions. **PAGE 85.** But AAAA president sees hidden traps in the UNESCO paper. **PAGE 86.**

BUSINESS

A TOUCH OF MAPLE LEAF ☐ Canadian Cablesystems' emergence as one of the largest MSO's is the prelude to the company's planned expansion in U.S. cable. Ted Rogers and his staff feel their expertise in wiring big cities will help in winning major-market franchises. **PAGE 87.**

PROFILE

BROADCASTING/CABLE SEER ☐ Combine a perceptive mind, a penchant for detail and a flair for expression and you have Ellen Berland Sachar. It is those attributes that have earned the Goldman Sachs & Co. senior security analyst respect in financial circles and on the Washington front. **PAGE 113.**

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Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	*Period/Ended*	*Revenues*	*% Change*	*Net Income*	*% Change*	*Per Share*	*Revenues*	*Net Income*	*Per Share*
Ampex Corp.	3 mo. 8/2	$119,636,000	+13.8	$5,425,000	-24.3	.47	$105,139,000	$7,166,000*	.63
Associated Communications	6 mo. 6/30	2,965,304	**	1,902,125	**	.80	1,506,153	89,179	.04
Cablecom-General	6 mo. 5/31	22,018,012	+30.1	3,508,729	+50.7	1.35	16,918,324	2,327,817	.91
Canadian Cablesystems	9 mo. 5/31	49,539,000	+69.0	10,303,000	+20.7	.60	29,321,000	8,535,000	.52
Comcast	6 mo. 6/30	12,060,000	+16.7	1,012,000	+32.1	.40	10,330,000	766,000	.30
Compact Video Systems	3 mo. 7/31	7,538,000	+25.3	510,000	+65.6	.20	6,014,000	308,000	.17
Doyle Dane Bernbach	6 mo. 6/30	71,595,000	+45.2	5,844,000	+27.1	2.23	49,313,000	4,598,000	1.73
Gulf United	6 mo. 6/30	324,962,000	+33.0	41,592,000	+45.7	1.49	244,300,000	28,552,000	1.08
Marvin Josephson	year 6/30	38,116,800	+1.2	3,616,100	-30.9	1.40	37,654,900	5,230,200	2.03
McGraw-Hill	6 mo. 6/30	441,775,000	+17.9	32,748,000	+10.6	1.32	374,473,000	29,600,000	1.19
Movielab	6 mo. 6/28	20,080,000	+25.1	1,175,103	+32.5	.72	16,046,262	886,993	.55
Ogilvy & Mather	6 mo. 6/30	124,521,000	+24.3	6,848,000	+29.6	1.65	100,217,000	5,285,000	1.30
Outlet Co.	6 mo. 7/31	138,959,000	+5.8	-3,300,000		-1.47	131,309,000	-457,000	-.35
Rollins	year 6/30	400,385,803	+15.7	35,275,732	+18.6	2.61	346,053,234	29,732,729	2.22
RSC Industries	6 mo. 6/30	4,980,000	+2.2	496,000	+11.0	.21	4,873,000	447,000	.19
Tele-Communications Inc.	6 mo. 6/30	57,593,000	+37.2	2,772,000		.12	41,985,000	19,538,000***	.90
Telepictures Corp.	3 mo. 6/30	2,710,700	-12.6	344,500	-48.3	.14	3,101,500	666,800	.33
Teleprompter	6 mo. 6/30	91,311,000	+15.2	12,263,000		.72	79,271,000	2,024,000****	.11
Westinghouse Electric	6 mo. 6/30	4,174,649,000	+10.9	204,572,000		2.40	3,763,294,000	4,166,000*****	.05
Wrather Corp.	6 mo. 6/30	26,757,000	+10.4	-1,408,000	-110.0	-.61	24,238,000	14,000	.01

*Ampex first quarter last year included tax benefit carryforward of $2.7 million, or 23 cents a share.

**There is no six-month comparison with 1979 since Associated Communications did not commence until March 23, 1979.

***TCI's six-month earnings figure in 1979 included a consolidated subsidiary's gain on the sale of its Resorts International holdings.

****Teleprompter net income in 6-month period last year was affected by $9.4 million settlement of Leeds vs. Teleprompter suit.

*****Westinghouse Electric's year-earlier income include extraordinary loss of $174,128,000 in connection with uranium suits.

Summary of broadcasting

FCC tabulations as of July 31, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	216	2,755
VHF	1,304	0	0	1,304	451	1,755

**Special temporary authorization*

***Includes off-air licenses*

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Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
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VHF drop-ins: FCC refuels the debate
Strike: light at end of the tunnel

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Our 49th Year 1980

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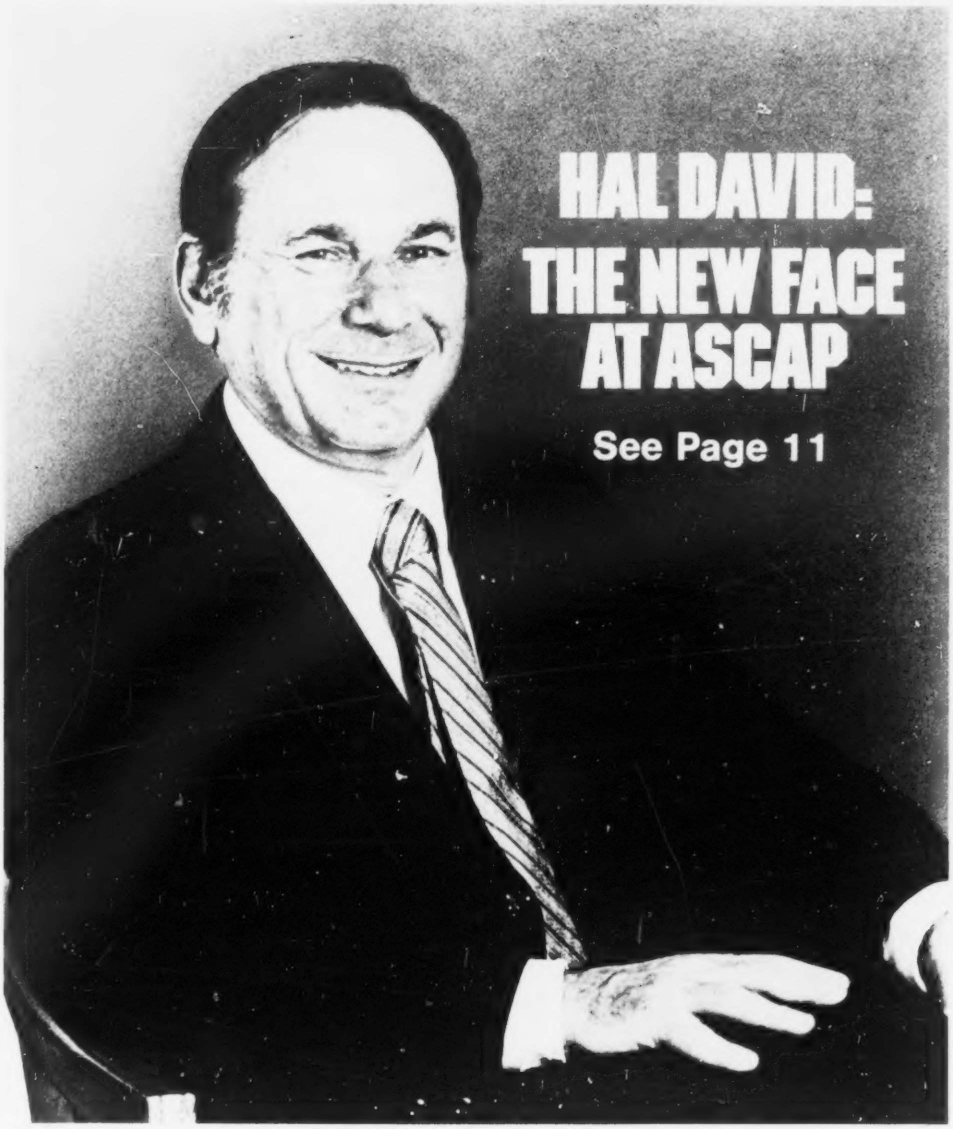

HAL DAVID: THE NEW FACE AT ASCAP

See Page 11

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The Week in Brief

TOP OF THE WEEK

MORE, MAYBE ☐ The FCC adopts a proposed rulemaking that would drop-in as many as 139 VHF TV stations. **PAGE 21.**

UHF PROBLEMS/CURES ☐ An FCC staff report explains why UHF runs second in competing with VHF. It suggests changes in home antennas to lessen the disadvantage. **PAGE 23.**

GOLDENSON CALLS FOR PARITY ☐ ABC's chairman charges that government has tilted the balance against free TV. He offers a six-point remedy based on less regulation. **PAGE 24.**

BREAK IN STALEMATE ☐ The 10-week-old strike by SAG and AFTRA takes a major step towards resolution with tentative agreement on payments for home subscription TV and home videocassettes and disks. **PAGE 25.**

LAW & REGULATION

AIRING OUT RADIO DEREGULATION ☐ Panel discussions at the FCC indicate that there will be no major changes in the rules without a fight from public interest groups. **PAGE 28.**

TACKED ON ☐ The Swift crossownership bill is approved by the House Commerce Committee, but with amendments, one to give a VHF to every state, another to eliminate the Lea Act that limits featherbedding. **PAGE 30.**

JUSTICE DISAGREES ☐ It claims flaws in the FCC staff report that says networks have no monopoly over TV production. Some affiliates and Group W also oppose the findings and argue for retention of the prime-time access rule, but the networks reaffirm their stance on the other side of the fence. **PAGE 32.**

VOICE OF EXPERIENCE ☐ Prior to the FCC's vote to allow four short-spaced VHF drop-ins, Commissioner Lee provided his colleagues with a short course in the FCC's allocations policy since World War II. Much of it was based on his own 27 years on the commission, wrestling with the problems, and it amounted to a case against drop-ins. **PAGE 34.**

TECHNOLOGY

NEW EARLY LINE ON AM STEREO ☐ Motorola emerges as the leader in the revised notice of proposed rulemaking. The commission also asks whether it should revive the marketplace approach by approving more than one system. **PAGE 40.**

MEDIA

NCTA RAISES SIGHTS ☐ The association's board votes to plow back surplus into additional staff and the implementation of long-range goals. **PAGE 44.**

CABLE HANDOUTS ☐ Omaha publisher Warren Buffett decries the practice of franchise seekers who dole out interests to locals. He says it is an argument for common-carrier type regulation of rates. **PAGE 46.**

PROGRAMING

THAT VICTIMIZED FEELING ☐ The spiralling cost of syndicated programing has station management and production executives pointing fingers at each other during the BFM conference in San Diego. **PAGE 51.**

BUSINESS

CONFIDENT CBS ☐ Its meeting with Wall Street analysts is upbeat due to improved network ratings, a determination to control costs and the company's move into cable. **PAGE 53.**

JOURNALISM

AN EXTRA HITCH ☐ CBS News President Bill Leonard is asked to stay another year despite the company's mandatory retirement-at-65 policy. **PAGE 56.**

AS HERB KLEIN SAW IT ☐ The former Nixon aide's new book offers additional insights of the "love-hate" relationship between the White House of yesteryears and the media. **PAGE 57.**

PROFILE

MAN FOR ALL MEDIA ☐ Ralph Becker's roots have been in communications since his grade-school days. That has been a major factor in his success in many fields of media on the way to the presidency of Ziff-Davis Broadcasting Co. **PAGE 81.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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not expect to return to the BFM when it meets next year in Washington.

Another exhibitor was equally dissatisfied. He pointed out that the convention schedule provided little time for shopping. On Tuesday, for example, the floor was open from 7:30 a.m. to 5 p.m., but the conference schedule allowed for only limited trips to the exhibition—45 minutes in the morning (in two separate open periods) and an hour and 45 minutes in the afternoon (in three periods).

No one interviewed reported any sales at the show, although several said they had some prospects.

Warner executives indicted on bribery, racketeering charges

A federal grand jury in New York last week handed down a 17-count indictment in the Westchester Premiere Theater case against Jay Emmett, one of the triumviarate that makes up Warner Communication's office of the president. Included in the government's charges is the allegation that in 1973 Emmett accepted $70,000 in bribes to influence WCI to purchase $250,000 worth of stock in the theater, which went bankrupt in 1978. Emmett is also accused of "racketeering" by illegally diverting corporate funds.

Indicted at the same time was Leonard Horowitz, a marketing executive at Warner, who previously had been a vice president of the theater operation. Horowitz, the government charges, delivered the bribes to Emmett, and was the recipient through kickbacks of most of the over $100,000 that Emmett allegedly stole. Last year, several operators of Westchester Premiere were convicted of fraud. Horowitz was among those convicted, but that conviction was set aside while his request for a new trial is being reconsidered.

Emmett has denied the charges, and Warner chairman, Steven J. Ross, issued a statement expressing his "shocked" reaction to the indictment. Ross said it "comes after two years of highly publicized but unsubstantiated allegations" and furthermore in that trials of former Westchester Premiere employes "not a single witness presented evidence that Mr. Emmett did anything wrong." Ross voiced his confidence in Emmett's vindication.

TV turning into a clothes horse

Apparel makers, spurred by designer jeans firms, boost spending on television by more than 100% in first half of 1980

Marketers of ready-to-wear apparel are turning increasingly to television advertising to make household names for themselves and boost sales, according to an analysis by the Television Bureau of Advertising.

The analysis shows that in the first half of 1980 this category—encompassing sportswear, blouses, shirts, coats, suits, dresses, rainwear and lounging attire—increased its national and regional TV spending by 114% over the same period of 1979, going from $15.4 million to $32.9 million, based on estimates compiled by Broadcast Advertisers Reports.

The growth was attributed to increased TV use by established television advertisers such as Blue Bell, major new compaigns by designer jeans companies like Murjani, Jordache and Bonjour, and a return to TV by such brands as Arrow shirts.

The increase was in spot television, which more than tripled in the first half of this year and now accounts, TVB said, for about 75% of all dollars spent in TV for such products. Network expenditures remained constant.

"The apparel category is an area in which television has only begun to realize its potential," said TVB President Roger D. Rice. "Television did more than any other medium to force both consumers and retailers to sit up and take notice of such heretofore unknown names as Murjani, Jordache and Bonjour.”

He cited “the tremendous success of designer jeans advertising on TV,” but noted that other manufacturers have also used the “packaged goods” approach with good effect. He singled out Londontown Corp., maker of London Fog rainwear and an early user of TV. He quoted Mark Lieberman, Londontown president, as saying that “identification of the London Fog brand name began to grow with the use of TV advertising in the early 70's.”

Combined spot and network expenditures of TV's top 15 ready-to-wear apparel advertisers in the first half of 1980 and their comparable expenditures in the first half of 1970 were listed by TVB as follows, using estimates compiled by BAR:

	Jan.-June 1979	*Jan.-June 1980*	*Percent change*
1. Levi Strauss	$ 5,589,100	$ 5,916,300	+6%
2. Murjani	1,149,400	4,782,800	+316%
3. Jordache Enterprises	632,200	4,207,900	+566%
4. Bonjour Paris Fashions	0	3,009,800	–
5. Wrangler & Sedgefield apparel	1,059,700	2,685,000	+153%
6. Brittania Sportswear	0	1,375,300	–
7. Arrow shirts	11,500	1,002,400	+8617%
8. H.D. Lee apparel	830,800	995,400	+20%
9. Sergio Valente	0	975,900	–
10. Zena women's jeans	0	825,400	–
11. London Fog apparel	737,200	772,300	+5%
12. Sasson jeans	0	695,900	–
13. Calvin Klein apparel	134,500	661,800	+392%
14. Haggar Co.	648,100	461,200	–29%
15. Carter's children's apparel	245,900	329,700	+34%
TOTAL TOP 15	$11,038,400	$28,697,100	+160%
TOTAL READY-TO-WEAR APPAREL	$15,403,800	$32,886,400	+114%

Summary of broadcasting

FCC tabulations as of July 31, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	216	2,755
VHF	1,304	0	0	1,304	451	1,755

*Special temporary authorization

**Includes off-air licenses

At the FCC: Genesis for DBS

NRBA!

ANA: Eyes on the new media

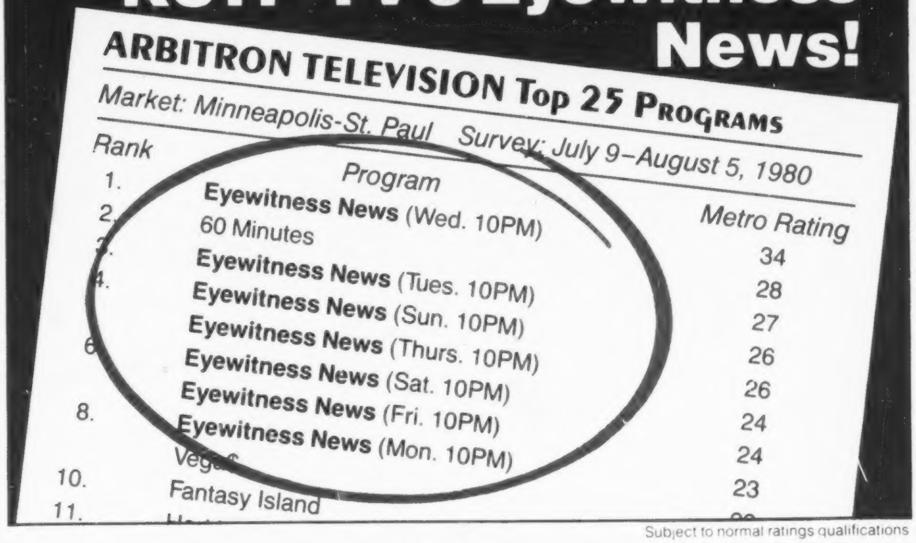
Broadcasting Oct 6

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

10/7/80 C 1750-1 U

Now 7 of the Twin Cities' 10 favorite programs are KSTP-TV's Eyewitness News!



ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul Survey: July 9–August 5, 1980

Rank	Program	Metro Rating
1.	Eyewitness News (Wed. 10PM)	34
2.	60 Minutes	28
3.	Eyewitness News (Tues. 10PM)	27
4.	Eyewitness News (Sun. 10PM)	26
	Eyewitness News (Thurs. 10PM)	26
6	Eyewitness News (Sat. 10PM)	24
	Eyewitness News (Fri. 10PM)	24
8.	Eyewitness News (Mon. 10PM)	23
	Vegas	
10.	Fantasy Island	
11.		

Subject to normal ratings qualifications

It all adds up to an incredible 51 SHARE of the audience at 10PM watching ABC Affiliate KSTP-TV! Seven days a week! And if you want 18–49's, KSTP-TV delivers more of them than all the other stations combined . . . including the ones programming something other than news.

So when you want to reach the Twin Cities, do what most people there do. Reach for KSTP-TV!

5 abc

KSTP-TV
Minneapolis, St. Paul

#1 EYEWITNESS NEWS

Down to earth. Up to the minute.

For more information, call KSTP-TV sales at (612) 646-5555 or your nearest Petry Office.

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CIS **SAMPLE
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WASHINGTON DC 20014

Broadcasting Oct 6

The Week in Brief

TOP OF THE WEEK

LOOSE REINS ON DBS ☐ The FCC gets the ball rolling with a notice of inquiry that incorporates its staff's reports which conclude that the commission has jurisdiction to regulate direct broadcasting satellites, but should do so minimally. **PAGE 24.**

THE COURSE FOR RKO TELEVISION ☐ The FCC designates the company's remaining 13 licenses for hearing, but won't proceed further until the WNAC-TV court appeal is finished. The spin-off plan for the 13 stations is rejected. **PAGE 25.**

LITTLE SUPPORT FOR CBS ☐ The network's proposals to foster an early resolution of teletext standards run into opposition. **PAGE 27.**

ANA WEIGHS CHANGING TIMES ☐ The Association of National Advertisers examines new technologies as they may affect advertising. The claim that network TV will be hardest hit prompts several speakers at the Hot Springs convention to warn against a premature death knell. Gillette's Ryan offers the most definitive projection of the penetration levels of the new media forms. **PAGE 28.** Issue advertising has gained much more acceptance with local stations, according to a TVB presentation to the ANA. **PAGE 30.**

SPECIAL REPORT

RADIO'S FOUR DAYS IN L.A. ☐ NRBA anticipates a record attendance of nearly 4,000 at its convention this week. The complete agenda starts on **PAGE 33.** A full rundown on who and what will be in the exhibit halls commences on **PAGE 34.**

BUSINESS

ELLER, CHARTER OIL SPLIT ☐ They call off their short-lived partnership in Charter Media. The oil firm will retain its broadcast holdings; he is expected to pursue the San Francisco FM buy and will keep the *Philadelphia Bulletin*. **PAGE 42.**

P&G COUNTERADS ☐ The company starts a $10-million media blitz to urge women not to use its Rely tampons. **PAGE 42.**

LAW & REGULATION

McCLATCHY REBUTS ☐ The publisher-broadcaster answers a *Wall Street Journal* story that McClatchy Newspapers killed its own investigative report that involved a principal in the prospective purchase of McClatchy's KMJ-TV Fresno. **PAGE 50.**

'STANFORD' BILL TO CARTER ☐ Congress approves the legislation to provide protection against newsroom searches. But not everyone is happy about late changes that lessen the shield. **PAGE 52.**

TECHNOLOGY

EDITING IN TAPE ☐ CBS unveils a new-style camera and editing system designed to effect big savings in TV production costs. **PAGE 62.**

MEDIA

BLACK CONCERNS ☐ At Washington meetings, there is a common fear that current FCC actions will harm current minority broadcasters. Van Deerlin cites imbalance in ownership at a session of the Black Caucus. FCC Chairman Ferris attempts to allay fears in his NABOB address. Journalist group condemns TV stereotyping of blacks. **PAGE 68.**

SET THE GOALS FIRST ☐ Arnold & Porter makes its recommendation to New York City on cable franchises, saying applicants should be given basic requirements around which to tailor their bids. **PAGE 70.**

JOURNALISM

DEBATE DROP-OUTS ☐ Bush and Mondale refuse vice presidential confrontation in Louisville, Ky. Meeting of presidential candidates in Portland, Ore., called off due to lack of commitment. **PAGE 76.**

PROGRAMING

NBC-TV KEEPS ROLLING ☐ The network wins prime-time ratings honors for the second straight week. **PAGE 78.**

PROFILE

PACE SETTER FOR RADIO ☐ Tom Rounds, at the leading edge of syndicated radio programing for the past 10 years, has attempted to keep a low profile. But his successes as president of Watermark Inc. have given him high visibility. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change Revenues	% Change	Net Income	% Change	Per Share	Year earlier Revenues	Net Income	Per Share
Cablecom-General	9 mo 8/31	$34,896,312	+26.0	$5,065,610	+34.3	1.93	$27,691,228	$3,771,142	1.47
CBS Inc.	6 mo 6/30	1,940,686,000	+11.7	67,553,000	−19.2	2.42	1,737,444,000	83,640,000	3.01
Columbia Pictures	year 6/28	691,814,000	+30.0	44,907,000	+30.0	4.50	544,872,000	38,988,000	4.01
General Instrument	26 wk 8/31	407,726,000	+28.5	31,567,000	+40.8	3.55	317,373,000	22,415,000	2.64
Microdyne Corp.	9 mo	17,149,642	+42.8	2,481,000	+33.9	.90	12,009,594	1,853,100	.76
Reeves Communications	year 6/30	44,408,000	+45.6	3,946,000	+72.5	1.62	30,502,000	2,288,000	1.01
Varian Associates	9 mo 6/27	447,893,000	+27.9	14,315,000	+522.1	1.86	350,191,000	2,301,000	.30

vide information on toxic shock syndrome and tampon use.

A P&G spokesman said the four-week drive will be conducted on 600 TV stations in 203 markets, 350 radio stations in 234 markets and in 1,200 newspapers.

He said he could not reveal the cost of the advertising campaign and, when asked, said P&G could not supply a copy of the commercial promoting Rely or the new version. He acknowledged that P&G is trying to mute as much as possible all references to Rely. The agency for Rely is Benton & Bowles.

The P&G spokesman felt that the campaign that is to kick off today "parallels the ones we have to introduce a new product." In the case of P&G, television's largest advertiser with an investment of more than $430 million last year, the "don't buy" Rely campaign can run into $10 million or more.

P&G said it expects 100% of the tampon product to be off retailers' shelves by Oct. 13 but was concerned about women who may still have the product at home or received a free sample.

Five-year forecast

Despite the gloomy prophecies by some analysts of network television's future, Ted Bates & Co., New York, estimates that billings in the medium in 1985 will double to $9 billion from $4.5 billion in 1979.

Bates acknowledges there will be some slippage in the percentage of total dollars allocated to network TV (32% in 1985 and 34% in 1979). The agency envisions that cable television advertising and spot television each will pick up 1% of the advertising that network TV relinquishes in 1985.

Bates projects that spot television will increase from $2.9 billion in 1979 to $6.2 billion in 1985, while other national media will grow as follows: magazines, from $2.9 billion to $5.9 billion; newspapers, $2.1 billion to $4.2 billion; national radio, $900,000 to $1.7 billion and outdoor, $400,000 to $900,000. National cable TV, Bates says, will be billing $300 million in national advertising by 1985, up from $15 million in 1979.

Kerkorian truce with CPI collapses

He goes to court, trying to get out of agreement that limits his ownership in Columbia

Kirk Kerkorian and Columbia are at it again. The financier and Columbia Pictures Industries' management are trading charges about each other's intentions for the company, and again raising the question whether Kerkorian will increase his holding in the company from its present 24%.

To do that, Kerkorian will have to break or have voided in court a 1978 agreement he signed with the company under which he promised not to increase his holdings prior to 1982. But last Tuesday he filed suit in Las Vegas federal court charging Columbia, company directors Francis T. Vincent Jr. (chairman), Herbert A. Allen Jr., Dan Lufkin and Leo Jaffee, as well as Allen's investment banking firm, Allen & Co., with breach of both contract and fiduciary duty.

Kerkorian's asking the court to award him $10 million in punitive and other unspecified damages, as well as to terminate restrictions in his covenant with Columbia that bar him from voting the 24% of shares he owns. He didn't specifically request the court's approval of further stock purchases.

Columbia branded the suit "a sham ... a hysterical attempt to use legal theatrics in order to create public confusion and to undermine Columbia's planned public offering." The latter is a reference to a $50-million convertible subordinated debentures offering that went to market Wednesday, through an underwriting group lead by Allen & Co.

Kerkorian had made known his opposition to the offering earlier in the week. The debentures would effectively shave 10%-15% off Kerkorian's holding in Columbia. He proposed to the company on Monday that he be permitted to purchase $50 million worth of common stock in place of the offering, saying it would save Columbia "millions" in interest and fees. The Columbia board rejected that proposal, along with another which Kerkorian advanced on Monday—merge Columbia with MGM Film Co., of which he holds 47%.

The Las Vegas suit filed by Kerkorian lists a number of actions it claims shows "the defendants ... never intended to live up to the terms of the 1978 agreement and intended to use that agreement merely to entrench themselves, to perpetuate their control of Columbia, to frustrate the best interests of their shareholders ..."

Columbia's response noted that its attorneys "will prepare and commence litigation to hold Kerkorian accountable for his actions and require his adherence to governing laws and his agreements and obligations under the law."

Haunting Reagan's past

President Carter's media man, Gerald Rafshoon, has taken aim at Ronald Reagan's record as two-term governor of California—a record the Republican presidential nominee's advertising aides have

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Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati
Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775

Bottom Line

Pay-out in stock. Board of directors of Reeves Communications, New York, has voted 50% stock dividend to shareholders on Sept. 30. It will be distributed Oct. 30. There currently are 2,415,394 shares outstanding which will be increased to 3,623,091 after stock distribution. Marvin Green, president and chairman, explained stock dividend was declared in light of company's outlook for continuing growth and earnings and to increase marketability of common stock. "Even with the Screen Actors Guild strike," he said, "and some of the problems it caused, we expect earnings per share to be 50% better than last year in the first half of fiscal 1981." Development, acquisition, production and distribution of programs and motion pictures for TV and theaters account for 90% of Reeves revenues.

□

S-A buys coaxial cable supplier. Scientific-Atlanta Inc., Atlanta, has acquired Systems Communications Cable Inc., Phoenix. Scientific-Atlanta issued 167,000 shares of its common stock and paid $1 million in cash for all of outstanding stock of Systems Communications Cable, putting value of more than $8 million on transaction. Enwistle Co., which owned 80% of Systems Communications Cable prior to acquisition, received all of cash portion plus 128,949 shares of stock. Scientific-Atlanta now has approximately 10.6 million shares of stock outstanding. Newly acquired company manufactures coaxial cable for use in broadband communications systems, primarily cable TV systems. Its sales during 12 months ended July 1980 were $11.2 million. Nathaniel M. Marshall, who had been president of Systems Communications Cable, is to join Scientific-Atlanta as group marketing executive. Phoenix cable manufacturing operations will be managed by John Bacon, who has been general manager of Scientific-Atlanta's video products division.

□

Extra. Adams-Russell Co. has announced 50% stock distribution under which shareholders of record on Oct. 1 will receive one additional share of common stock for each two shares held on that date. Cash will be paid in lieu of fractional shares. In addition, Waltham, Mass., manufacturer of equipment and operator of CATV systems and one TV station, said cash dividend of five cents per share would be paid Nov. 25 to stockholders of record on Nov. 10.

□

More Comcast shares. Comcast Corp., Bala Cynwyd, Pa., has filed registration statement with Securities and Exchange Commission for sale in mid-October of 450,000 shares of class A common stock. Underwriters will be led by Shearson Loeb Rhoades, New York. Proceeds are to be used to reduce bank debt and provide additional working capital and funds for future expansion. Comcast owns CATV systems, background music operations and in-store merchandising services. It trades over-the-counter and closed last Wednesday at 30½.

□

Held back. RKO Radio Network start-up costs "substantially" trimmed third-quarter broadcast earnings for parent RKO General Inc., though that General Tire & Rubber subsidiary reported total earings up marginally in quarter to $10.88 million from $10.86 year earlier. RKO revenues were up 16% for quarter, according to GT&R. GT&R earnings were down 30% to $14.6 million, 61 cents per share, from $20.8 million, 88 cents; revenues slipped nearly 5% to $527.2 million.

□

July totals. Network television spending in July rose by 13.4% to $336,303,000, according to Broadcast Advertiser Reports figure released last week by the Television Bureau of Advertising. For the January-July period, network TV investments climbed by 14.6% to $2,851,896,000. The Monday-through-Friday segment for both July and for the January-July period showed the greatest revenue gains, 18.4% in July and 18.9% for the seven-month span.

July

	1979	1980	% Chg.
Daytime	$104,632,800	$111,302,400	+6.4
Mon.-Fri.	76,242,600	90,247,900	+18.4
Sat.-Sun.	28,390,200	21,054,500	−25.8
Nighttime	191,944,500	225,001,400	+17.2
TOTAL	$296,577,300	$336,303,800	+13.4

January-July

	1979	1980	% Chg.
Daytime	$837,610,900	$967,710,700	+15.5
Mon.-Fri.	568,871,800	676,133,600	+18.9
Sat.-Sun.	268,739,100	291,577,100	+8.5
Nighttime	1,650,762,800	1,884,186,000	+14.1
TOTAL	$2,488,373,700	$2,851,896,700	+14.6

curity analysts in the company's home city of Cincinnati. The news, which was something of a disappointment to the financial community, follows a fiscal first quarter in which net earnings declined 10%. Taft also told the analysts that per-share earnings in its second quarter could be down about 10%, due to an increase in shares outstanding.

Last year, earnings for the quarter ended Sept. 30 were $12.1 million, $1.40 a share, on revenues of $73.9 million. Back in July, Taft's chairman, Charles S. Mechem, had indicated the company believed earnings for the full year ending March 31, 1981, would be up over 1980. However, in his latest statement, Mechem said "due to the potential of a continued weak economy and a continuation of the SAG-AFTRA strike, it is difficult at this time to reliably project earnings levels for the full year."

The downturn anticipated for the second quarter was laid primarily to a decline in operating profit for the company's Amusement Park Group, which reflected softness in park attendance and revenues. At the same time, the Entertainment Group, under which Taft's program production units are organized, experienced "significant gain in operating profit," though not enough to offset the park decline.

Commenting on Taft's broadcast operations, Mechem said "the slowdown in the rate of growth of broadcast revenues experienced in the first quarter, accelerated in the second quarter. Broadcast revenues are expected to increase between 5% and 10% over last year's comparable period."

Getting older all the time

The movement by radio advertisers to reach the older age group is highlighted in an analysis by Blair Radio showing that 25-54 was the most sought-out demographic by clients in the first half of 1980. The 25-54 grouping accounted for 22.9% of business opportunities at Blair, up from 20.6% in the first half of 1979, and replacing the 18-34 group, which slid to 15.8% from 21.4% in last year's first half. In third place, according to Blair, was the 18-49 demographic, representing 13.6% of requests, down from 20% in the corresponding period of 1979. The 25-49 category also fell back slightly, to 12.8% of requests from 13.4% last year.

How much is enough? Katz seminar explores issue of frequency

The Katz Agency devoted its 1980 PROBE seminar in New York last week to the subject of frequency levels in television advertising, and participants agreed on at least one thing: There's no magic number indicating the number of times a TV commercial must be run to be effective, but

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from 39 countries, focused on the debate over a new world information order, a topic that continues to dominate international communications meetings.

The issue was joined at the outset, in the welcoming address by the Canadian communications minister, Francis Fox.

Embracing the language of the ongoing debate, Fox expressed a commitment to "the freest possible flow of information."

But noting the economic and cultural power of the U.S., he added: "It is facile to attempt to categorize sophisticated policies in black and white terms. A balance is required in terms of protecting legitimate sovereign rights on the one hand and insuring the free flow of information on the other."

For the Record®

As compiled by BROADCASTING, Sept. 22 through Sept. 26 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Black Canyon City, Ariz.—Black Canyon Broadcasting Corp. seeks 710 khz, 500 w-D. Address: Box 448, Black Canyon City 85324. Estimated construction costs: $86,000; first-quarter operating cost: $14,000. Format: CW/popular. Principals: John H. Gates and wife, Betty Mae (50% jointly) and William P. Ledbetter and wife, Evelyn (50% jointly). Gateses own Auburn, Calif., construction contracting firm. Ledbetter is announcer/salesman with KWAO(FM) Sun City, Ariz. Evelyn is housewife. They have no other broadcast interests. Ann. Sept. 10.

■ Walnut, Miss.—Associated Christian Enterprises Inc. seeks 850 khz, 250 kw-D. Address: Box 37, Walnut 38683. Estimated construction costs: $21,000; first-year operating cost: $15,000; revenue: $50,000. Format: Gospel. Principals: James R. Mitchell and Larry Dunlap (50% each). Both are pastors, Mitchell in Walnut and Dunlap in Chalybeate, Miss. They have no other broadcast interests. Ann. Sept. 10.

■ Berlin, N.H.—Christina & Joel Martin seek 1230 khz, 1 kw-D, 250 w-N. Address: 405 Rt. 109, Babylon, N.Y. 11704. Estimated construction costs: $36,600; first-quarter operating cost: $21,357; revenue: $37,800. Format: Adult Contemporary. Principals: Martins are employed with WBAB(FM) Babylon and are applicants for new FM at Berlin. They are requesting authority to operate facilities of WMOU(AM)-WXLQ(FM) Berlin formerly licensed to White Mountain Broadcasting Co., now operated on interim basis by Community Broadcasting Assoc. They have no other broadcast interests. Ann. Sept. 10.

■ Berlin, N.H.—Berlin Broadcasting Co. seeks 1230 khz, 1 kw-D, 250 w-N. Address: 164 Main St., Berlin 03570. Estimated construction costs: $8,000; first-year operating cost: $197,600; revenue: $200,000. Format: Contemporary. Principals: Michael Powell (president) and others. Powell owns Rochester, N.Y., printing firm. Applicant is also applying for new FM at Berlin, both formerly operated by White Mountain Broadcasting Company (see above). Ann. Sept. 10.

■ Albuquerque, N.M.—Spanish Community Radio Inc. seeks 1240 khz, 1 kw-D, 250 w-N. Address: 6929 Marilyn N.E., Albuquerque 87109. Estimated construction costs: $97,000; first-quarter operating cost: $40,000; revenue: $8,700. Format: Spanish/Beautiful. Principal: Raul O. Parra, Richard A. Chavez, Ronald M. Lucero, Joe G. Berumen, Henry D. Espinoza Jr. (20% each). Parva is news director of KLKK-TV Albuquerque. Chavez is Albuquerque air traffic controller. Espinoza is Albuquerque periodontist. They have no other broadcast interests. Ann. Sept. 10.

■ Guanica, P.R.—Family Radio Broadcasting Inc. seeks 1510 khz, 500 w-U. Address: 4613 13 de marzo St., Guanica 00653. Estimated construction costs: $114,200; first-quarter operating cost: $26,600; revenue: $34,152. Format: Popular. Principals: Adolfo M. Ortiz (25.6%), Selenia F. Ruiz (24.4%) and family. Ortiz is Guanica businessman. Ruiz is housewife. They have no other broadcast interests. Ann. Sept. 10.

■ Moca, P.R.—Moca Broadcasting Associates Inc. seeks 1040 khz, 250 w-D. Address: 182-A Baldorioty St., Moca 00716. Estimated construction costs: $57,000; first-quarter operating cost: $8,473; revenue: $50,600. Format: Contemporary. Principals: Antonio R. Loperana (65%) son, Luis (25%) and Jose E. Caban Reguero (10%). Loperana is 50% owner of Aguadilla, P.R., concrete block factory. Luis is C.E.T.A. program director at Aguadilla. Reguero is human resources technician at Aguadilla. They have no other broadcast interests. Ann. Sept. 10.

■ North Myrtle Beach, S.C.—North Myrtle Beach Broadcasting Corp. seeks 900 khz, 500 w-D. Address: 429 Pine Ave., North Myrtle Beach 29582. Estimated construction costs: $120,200; first-quarter operating cost: $14,300; revenue: $150,500. Format: Beautiful. Principals: Harry D. Dunnagan and wife, Bernice (32% each). C.B. Hughes Jr. (18%). Dunnagan is general manager of WNMB(FM) North Myrtle Beach, which applicant owns. Bernice is treasurer and assistant manager of station. Huges is Yadkinville, N.C., surgeon. Ann. Sept. 10.

■ Whitebluff, Tenn.—Dickson County Radio Inc. seeks 1150 khz, 500 w-D. Address: 300 N. Main St., Dickson 37055. Estimated construction costs: $37,000; first-quarter operating cost: $12,000; revenue: $80,000. Format: CW/MOR. Principal: Robert Littleton and Richard Albright (50% each). Littleton is Dickson, Tenn., attorney. Albright owns 25% of WSLV(AM) Ardmore, Tenn., and has sold his 25% interest in WKDJ(FM) Winchester, Ky., subject to FCC approval. Ann. Sept. 10.

■ Woodstock, Va.—Woodstock Broadcasting Co. seeks 940 khz, 250 w-D. Address: 129 S. Main St., Woodstock 22664. Estimated construction costs: $41,400; first-year operating cost: $86,000; revenue: $96,000. Format: CW/popular. Principal: Earl Judy Jr. He is president, general manager and 33.3% owner of cable system serving Luray and Woodstock, both Virginia. He also owns 50% of WFGM(FM) Fairmont, W.Va. Ann. Sept. 10.

■ Heber City, Utah—Majestic Broadcasting Inc. seeks 1340 khz, 500 w-D, 250 w-N. Address: 7720 S. 700 East, No. 208, Midvale, Utah 84047. Estimated construction costs: $26,000; first-year operating cost: $96,000; revenue: $97,700. Format: MOR/CW. Principals: Jerold W. Johnson and wife, Suzanne (21.25% jointly); David K.W. Johnson (21.25%), Gert O. Foerster and wife, Shirley (17.5% jointly) and 15 others. Johnsons own Midvale, Utah computer services and engineering firm. David (brother of Jerold) is student at University of Utah, Salt Lake City; Foerster owns Midvale CPA firm. Shirley is housewife. Jerold Johnson is vice president of KSUB-AM-FM Cedar City, Utah. Ann. Sept. 10.

FM applications

■ Yucca Valley, Calif.—Shoblom Broadcasting Inc. seeks 106.9 mhz, 5.7 kw, HAAT: 1176 ft. Address: Holiday Inn, 271 Lake Havasu Ave., Lake Havasu City, Ariz. 86403. Estimated construction cost: $36,287; first-quarter operating cost: $11,540. Format: Adult Contemporary. Principal: Lee R. Shoblom (100%). He owns KWFJ(AM)-KRFM(FM) Lake

Summary of broadcasting

FCC tabulations as of July 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	216	2,755
VHF	1,304	0	0	1,304	451	1,755

*Special temporary authorization

**Includes off-air licenses

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The First 50 Years Of Broadcasting

The Week in Brief

TOP OF THE WEEK

A NEW WORLD FOR TV ☐ In comments filed on DBS at the FCC, CBS proposes to leverage DBS technology into a revolutionary high-resolution system. **PAGE 23.**

HERE COMES SEARS ☐ The giant retailer is financing 98 applications for TV translators that would comprise a national programing network. **PAGE 24.**

FERRIS REBUTS ☐ The FCC chairman answers Goldenson's complaints and fields other questions on commission policy during a National Press Club appearance. **PAGE 26.**

BAUCUS AT THE BRIDGE ☐ The Montana senator plans legislation to block the FCC's move across the river to Virginia. **PAGE 28.**

MEDIA

NRBA'S BIGGEST ☐ Attendance tops 4,300 at the Los Angeles convention where the board of directors refuses to back off from a date conflict with the NAB and reinstates its next year's convention times. **PAGE 32.** The delegates are exhorted by Quello, Jones and Geller to lobby Congress for deregulation. **PAGE 36.** An NRBA engineering session affords opportunity for delegates to air gripes about AM stereo. **PAGE 38.**

PROGRAMING

CAMPAIGNING FROM THE PULPIT ☐ Religious broadcasters have assumed a more formidable role in this election year as they exhort millions to take political actions and draw the attention of White House hopefuls. **PAGE 42.** Lear gets into that action. **PAGE 43.**

ABC RADIO REORGANIZES ☐ McCauley, Lockridge, Axten and Plant become vice presidents in charge, with more autonomy in each unit. **PAGE 52.**

TECHNOLOGY

LOOKING OVER THEIR SHOULDERS ☐ MDS operators meet in Washington to assess their seven years of existence and to get an inkling of what regulation might be in store for them. There is some concern about competition from the new low-power TV stations. **PAGE 60.**

EQUIPMENT BOOM ☐ The transmitter makers see the FCC's proposal for low-power TV as the forerunner of a flood of new business. Some major firms, however, must first analyze the market before retooling for that gear. **PAGE 62.**

LAW & REGULATION

ABSCAM TAPE ISSUE ☐ The defense in the Myers case asks the Supreme Court to hear an appeal against the networks' victory in a lower court. **PAGE 65.**

MORE FINE TUNING ☐ The FCC clarifies its policy on distress sales of stations to minority buyers. It says there can be no deviation from the 75% maximum allowable price, and affirms there must be full documentation about parties involved in arrangements. **PAGE 65.**

BUSINESS

TV MARKETS RERANKED ☐ Arbitron and Nielsen release revised rankings that will be the basis for local market measurements in 1980-81. **PAGE 67.**

CBS RADIO PICKS HOSKING ☐ He succeeds Sam Cooke Digges as president and will meet affiliates this week in Phoenix. **PAGE 74.**

MIXED PICTURE ☐ Profits at CBS Inc. rise in the third quarter but broadcast earnings dip due to high convention costs and the soft economy. **PAGE 75.**

1931

THE 'BROADCASTING' YEARS ☐ As a countdown to the 50th anniversary of this publication, BROADCASTING starts a weekly year-by-year report of the times, people and events that shaped the history of radio, television and the allied fields. This week the year is 1931, when the business of broadcasting began to emerge—and experienced its first growing pains. **PAGE 79.**

PROFILE

FURST FLEXIBILITY ☐ Time Inc. has been using the talents of Austin Furst during the last nine years in a variety of print and electronic assignments. One indicator of his success was his appointment last January as president and chief executive officer of Time-Life Films. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Business

Arbitron and Nielsen rerank television markets

Both Arbitron Television and Nielsen Station Index have released the market-by-market rankings that will serve as the basis of local measurement for the 1980-81 television year. Arbitron tracks ADI's, the areas of dominant influence; Nielsen ranks according to DMA's, the designated market areas.

Arbitron

Despite many market-rank changes in the 1980/81 Arbitron Television areas of dominant influence (ADI's), all those stations that have benefitted over the past year by being one of the top 50 can breathe easily. So can the stations in the top 100. There were no drop-outs ("Closed Circuit," Oct. 6).

Through the 14th ADI market, rankings remain the same, with the first positive jump being Seattle-Tacoma's move from 18th to 15th. The largest market to slide was Miami, from 15th to 17th. The greatest rank changes within the top 50 were both drops, with Hartford-New Haven, Conn., and Dayton, Ohio, each losing six positions from, respectively, 20th to 26th and 44th to 50th.

The widest major-market gains were made by Birmingham, Ala., from 49th to 44th and by Providence, R.I.-New Bedford, Mass., from 38th to 33rd (the addition of New Bedford making it a hyphenated ADI).

Elsewhere, Columbus, Ohio, registered a three-rank gain to 32d and up two notches were San Diego, Calif. (now 23d); Kansas City, Mo. (25th); Salt Lake City (45th), and Wilkes-Barre-Scranton, Pa. (48th). Moving up one rank were Denver (20th); Indianapolis (21st); Sacramento-Stockton, Calif. (22d); Cincinnati (27th), and Louisville, Ky. (42d).

Down three slots was Charlotte, N.C. (now 35th) and losing two were Milwaukee (28th); New Orleans (36th), and Charleston-Huntington, W.Va. (43d). Slipping one place were Tampa-St. Petersburg, Fla. (18th); Memphis (34th); Greenville-Spartanburg, S.C.-Asheville, N.C. (37th); Grand Rapids-Kalamazoo-Battle Creek, Mich. (38th); Harrisburg-York-Lancaster-Lebanon, Pa. (46th); Norfolk-Portsmouth-Newport News-Hampton, Va. (47th), and Albany-Schenectady-Troy, N.Y. (49th).

Beyond the top 50, the most extreme gain came in Wheeling, W.Va.-Steubenville, Ohio (from 130th to 117th). Both Panama City, Fla., and Cheyenne, Wyo., were up 10 ranks, to 167th and 177th respectively. Huntsville-Decatur-Florence, Ala., was up nine places to 87th.

Suffering the worse loss in ranking terms was Wilmington, N.C., from 118th to 131st. Topeka, Kan., didn't do much better, from 133d to 145th and Columbus-Tupelo, Miss., lost 11 to 146th. Jackson, Tenn., was down nine to 191st.

Aside from adding New Bedford, Mass., to the Providence ADI, Arbitron this year added Bend, Ore., to the over-all list as the 207th of 214 ADI's. Charlottesville-Harrisonburg, Va., last year combined as an

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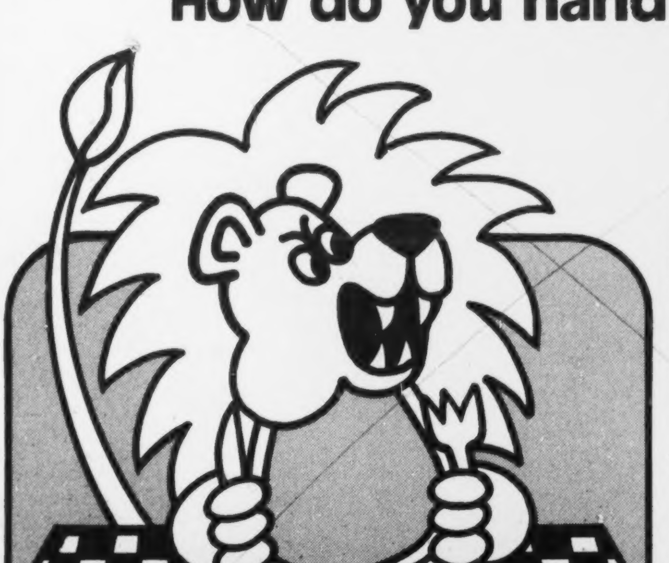

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ADI at 157, once again are separate, with the former at 198 and the latter at 195.

Nielsen

It's good news for Charleston-Huntington, W.Va., now one of the top 50 markets. And it's bad news for Albany, N.Y., now below that cut-off point. Austin, Tex., can now claim to be one of the top 100, but Fort Wayne, Ind., no longer can. Others like Savannah, Ga., and Wausau, Wis., each jumping seven positions in market rank, have reason for cheer. Yet many others don't, particularly Beckley-Bluefield-Oak Hill, W. Va., having dropped 18 notches.

Nielsen Station Index has completed its new television household universe estimates ("Closed Circuit," Sept. 29), with many designated markets areas (DMA's) switching position within a range of from one to 18 rankings.

Untouched were the top 10 rankings. The largest market change affects Seattle-Tacoma, which moves from 17th to 14th place. St. Louis, Miami-Fort Lauderdale and Atlanta now are markets 15 through 17, each having slipped one rank.

Other upward changes in the top 50 markets: San Diego, from 25th to 24th; Kansas City, Mo., from 28th to 25th; Birmingham-Anniston, Ala., from 39th to 36th; Raleigh-Durham, N.C., from 46th to 43d; Salt Lake City, from 48th to 44th; Dayton, Ohio, from 50th to 48th, and Charleston-Huntington, from 51st to 49th.

Dropping down: Hartford-New Haven, Conn., from 24th to 26th; Cincinnati, from 26th to 27th; Milwaukee, from 27th to 28th; New Orleans, from 36th to 38th; Grand Rapids, Kalamazoo-Battle Creek, Mich., from 38th to 39th; Norfolk-Portsmouth-Newport News, Va., from 43d to 47th; San Antonio, Tex., from 44th to 46th; Harrisburg-Lancaster-Lebanon-York, Pa., from 47th to 50th, and Albany, N.Y., from 49th to 51st.

Farther down the list, a four-rank gain by Austin, Tex., from 104th, put it in the top 100; Fort Wayne, Ind., dropped from 100th to 101st.

Arbitron TV household estimates

1980 Rank	1979 Rank	Market	TV Households
1		New York	6,432,000
2		Los Angeles	4,181,600
3		Chicago	2,847,200
4		Philadelphia	2,358,400
5		San Francisco	1,917,800
6		Boston	1,859,900
7		Detroit	1,606,200
8		Washington	1,400,400
9		Cleveland	1,328,800
10		Dallas-Fort Worth	1,210,800
11		Pittsburgh	1,165,300
12		Houston	1,151,400
13		Minneapolis-St Paul	1,009,500
14		St. Louis	1,000,800
15	18	Seattle-Tacoma	976,800
16		Atlanta	973,000
17	15	Miami	966,000
18	17	Tampa-St Petersburg, Fla	927,700
19		Baltimore	810,100
20	21	Denver	774,100
21	22	Indianapolis	761,000
22	23	Sacramento-Stockton, Calif	735,200
23	25	San Diego	716,000
24		Portland, Ore	700,400
25	27	Kansas City, Mo	696,600
26	20	Hartford-New Haven, Conn	676,100
27	28	Cincinnati	667,800
28	26	Milwaukee	660,700
29		Buffalo	629,800
30		Nashville	611,900
31		Phoenix	605,200
32	35	Columbus, Ohio	578,800
33	38	Providence, R.I.-New Bedford, Mass	574,800
34	33	Memphis	555,400
35	32	Charlotte, N.C	553,800
36	34	New Orleans	535,400
37	36	Greenville-Spartanburg, S.C.-Asheville, N.C	532,900
38	37	Grand Rapids-Kalamazoo-Battle Creek, Mich	532,500
39		Oklahoma City	529,800
40		Orlando-Daytona Beach, Fla	501,300
41		Raleigh-Durham, N.C	497,300
42	43	Louisville, Ky	485,100
43	41	Charleston-Huntington, W Va	476,300
44	49	Birmingham, Ala	465,600
45	47	Salt Lake City	464,000
46	45	Harrisburg-York-Lancaster-Lebanon, Pa	460,400
47	46	Norfolk-Portsmouth-Newport News-Hampton, Va	457,400
48	50	Wilkes Barre-Scranton, Pa	457,300
49	48	Albany-Schenectady-Troy, N.Y	441,000
50	44	Dayton, Ohio	435,700
51		San Antonio, Tex	432,700
52		Flint-Saginaw-Bay City, Mich	430,400
53		Greensboro-Winston Salem-High Point, N.C	421,500
54	55	Little Rock, Ark	414,300
55	56	Toledo, Ohio	407,300
56	57	Tulsa, Okla	405,400
57	54	Wichita-Hutchinson, Kan	394,800
58		Shreveport, La.-Texarkana, Tex	376,800
59	64	Richmond, Va	375,400

Nielsen TV household estimates

1980 Rank	1979 Rank	Market	TV Households
1		New York	6,459,700
2		Los Angeles, Palm Springs	4,292,890
3		Chicago	2,854,980
4		Philadelphia	2,374,520
5		San Francisco-Oakland	1,946,790
6		Boston, Manchester, Worcester	1,886,310
7		Detroit	1,625,090
8		Cleveland, Akron	1,360,200
9		Washington	1,297,260
10		Dallas-Fort Worth	1,216,930
11		Pittsburgh	1,166,120
12		Houston	1,150,020
13		Minneapolis-St Paul	996,400
14	17	Seattle-Tacoma	994,040
15	14	St. Louis	986,760
16	15	Miami-Ft Lauderdale	967,110
17	16	Atlanta	956,750
18		Tampa-St Petersburg, Sarasota, Fla	932,360
19		Baltimore	809,540
20		Indianapolis, Lafayette	802,380
21		Denver	764,560
22		Sacramento-Stockton, Calif	749,480
23		Portland, Bend, Ore	740,520
24	25	San Diego	725,260
25	28	Kansas City, Mo	690,130
26	24	Hartford-New Haven, Conn	687,660
27	26	Cincinnati	681,680
28	27	Milwaukee	664,200
29		Buffalo	635,270
30		Nashville, Bowling Green	632,330
31		Phoenix, Flagstaff	621,110
32		Providence, R.I.-New Bedford, Mass	583,140
33		Charlotte, N.C	559,720
34		Columbus, Ohio	556,790
35		Memphis	548,560
36	39	Birmingham, Anniston, Ala	543,870
37		Greenville-Spartanburg, S.C Asheville, N.C	542,510
38	36	New Orleans	537,430
39	38	Grand Rapids-Kalamazoo-Battle Creek, Mich	536,630
40		Oklahoma City	527,670
41		Orlando-Daytona Beach, Fla	504,630
42		Louisville, Ky	489,950
43	46	Raleigh-Durham, N.C	469,020
44	48	Salt Lake City	467,300
45		Wilkes Barre-Scranton, Pa	465,210
46	44	San Antonio, Tex	460,620
47	43	Norfolk-Portsmouth- Newport News, Va	457,640
48	50	Dayton, Ohio	453,120
49	51	Charleston-Huntington, W.Va	451,620
50	47	Harrisburg-Lancaster-Lebanon-York, Pa	449,960
51	49	Albany-Schenectady-Troy, N.Y	447,590
52		Syracuse-Elmira, N.Y	442,540
53		Flint-Saginaw- Bay City, Mich	423,170
54		Greensboro-High Point-Winston-Salem, N.C	415,830
55		Richmond-Petersburg-Charlottesville, Va	412,040

1980 Rank	1979 Rank	Market	TV Households
60	59	Knoxville, Tenn.	368,700
61	60	Mobile, Ala.-Pensacola, Fla.	361,500
62	61	Roanoke-Lynchburg, Va.	351,000
63		Syracuse, N.Y.	344,100
64	62	Des Moines, Iowa	340,500
65	67	Green Bay, Wis.	336,800
66		Jacksonville, Fla.	333,300
67	68	Rochester, NY	333,200
68	69	Fresno, Calif.	329,800
69	65	Omaha	323,800
70	73	Spokane, Wash.	304,700
71	70	Davenport-Rock Island-Moline (Quad City), Ill.	302,900
72	75	Albuquerque, N.M.	295,800
73	76	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	292,100
74		Portland-Poland Spring, Me.	289,400
75	72	Springfield-Decatur-Champaign, Ill.	276,600
76	77	West Palm Beach, Fla.	275,400
77	71	Chattanooga	273,300
78		Johnstown-Altoona, Pa.	263,500
79		Cedar Rapids-Waterloo, Iowa	259,600
80	82	South Bend-Elkhart, Ind.	257,700
81	80	Jackson, Miss.	256,000
82	83	Springfield, Mo.	252,000
83	84	Bristol-Kingsport-Johnson City, Tenn.	248,600
84	85	Lincoln-Hastings-Kearney, Neb.	242,100
85	89	Lexington, Ky.	234,200
86	87	Peoria, Ill.	227,600
87	96	Huntsville-Decatur-Florence, Ala.	225,000
88	86	Springfield, Mass.	223,700
89	88	Evansville, Ind.	221,200
90	81	Youngstown, Ohio	217,500
91		Lansing, Mich.	210,200
92	90	Tucson, Ariz.	208,500
93	95	Sioux Falls-Mitchell, S.D.	208,200
94		Ft. Wayne, Ind.	207,800
95	99	Austin, Tex.	206,400
96	92	Baton Rouge, La.	204,000
97		Columbia, S.C.	200,000
98	93	Fargo, N.D.	199,600
99	98	Burlington, Vt.-Plattsburgh, N.Y.	196,500
100		Waco-Temple, Tex.	195,100
101	105	Greenville-New Bern-Washington, N.C.	190,000
102	103	Madison, Wis.	189,400
103	102	El Paso, Tex.	182,400
104	101	Colorado Springs-Pueblo, Colo.	179,200
105	104	Rockford, Ill.	175,600
106		Duluth, Minn.-Superior, Wis.	171,200
107	112	Joplin-Pittsburg, Mo.	164,200
108	110	Wichita Falls, Tex.-Lawton, Okla.	163,900
109	108	Terre Haute, Ind.	162,800
110		Augusta, Ga.	162,400
111	107	Amarillo, Tex.	161,200
111	117	Charleston, S.C.	161,200
113		Columbus, Ga.	160,200
114	111	Monroe-El Dorado, Ark.	160,000
115	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	159,600
116	115	Lafayette, La.	157,900
117	130	Wheeling, W. Va.-Steubenville, Ohio	157,800
118	122	Montgomery, Ala.	156,900
119	114	Salinas-Monterey, Calif.	155,200
120	119	Beaumont-Port Arthur, Tex.	152,500
121		Sioux City, Iowa	151,900
122	126	Las Vegas	151,500
122	120	Savannah, Ga.	151,500
124		Binghamton, N.Y.	149,100
125	127	Eugene, Ore.	147,200
126	129	Fort Myers-Naples, Fla.	145,200
127	132	Yakima, Wash.	145,000
128	123	La Crosse-Eau Claire, Wis.	144,700
129	134	Columbia-Jefferson City, Mo.	143,200
130	128	Wausau-Rhinelander, Wis.	142,700
131	118	Wilmington, Del.	142,000
132	137	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,400
133	125	Lubbock, Tex.	138,100
134	131	Corpus Christi, Tex.	137,300
135	136	Traverse City-Cadillac, Mich.	135,000
136	140	Tallahassee, Fla.	134,100
137	145	Macon, Ga.	130,900
138		Erie, Pa.	129,500
139	144	Reno	128,800
140	141	McAllen-Brownsville, Tex. (LRGV)	128,700
141	146	Chico-Redding, Calif.	126,800

1980 Rank	1979 Rank	Market	TV Households
56	60	Tulsa, Okla.	406,190
57	58	Little Rock-Pine Bluff, Ark.	404,240
58	57	Wichita-Hutchinson, Kan.	393,630
59	56	Toledo, Ohio	392,900
60	59	Shreveport, La.	380,200
61		Knoxville, Tenn.	372,180
62		Mobile, Ala.-Pensacola, Fla.	360,270
63		Roanoke-Lynchburg, Va.	346,270
64	66	Fresno (Visalia), Calif.	340,170
65	64	Jacksonville, Fla.	338,050
66	67	Green Bay, Wis.	337,790
67	65	Rochester, N.Y.	336,890
68	69	Des Moines-Ames, Iowa	327,620
69	68	Omaha	323,000
70	71	Albuquerque, Farmington, N.M.	319,170
71	72	Spokane, Wash.	310,830
72	70	Davenport-Rock Island-Moline, Ill.	304,740
73		Champaign, Springfield Decatur, Ill.	304,090
74	75	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	296,040
75	74	Cedar Rapids-Waterloo, Dubuqe, Iowa	295,260
76		Portland-Poland Spring, Me.	292,780
77	78	Chattanooga	280,790
78	83	West Palm Beach-Fort Pierce, Fla.	277,520
79	77	Johnstown-Altoona, Pa.	268,670
80	79	Honolulu	266,330
81	82	Springfield, Mo.	263,770
82	81	South Bend-Elkhart, Ind.	259,920
83	80	Jackson, Miss.	255,830
84		Kingsport-Johnson City,	
85		Lincoln-Hastings-Kearney, Neb.	254,560
86	91	Lexington, Ky.	229,590
87	86	Springfield-Holyoke, Mass.	227,890
88	87	Evansville, Ind.	227,660
		Florence, Ala.	226,570
90	88	Greenville-New Bern-Washington, N.C.	222,700
91	92	Youngstown, Ohio	218,940
92	93	Burlington, Vt. Plattsburgh, N.Y.	216,510
93	89	Peoria, Ill.	215,910
94	95	Lansing, Mich.	211,240
95	94	Sioux Falls (Mitchell), S.D.	208,680
96	98	Tuscon (Nogales), Ariz.	208,640
97	96	Baton Rouge, La.	206,330
99	97	Fargo-Valley City, N.D.	201,980
100	104	Austin, Tex.	198,240
101	100	Fort Wayne, Ind.	197,200
102		Madison, Wis.	191,690
103	101	Waco-Temple, Tex.	191,540
105		Colorado Springs-Pueblo, Co.	180,390
106		Wheeling, W.Va.-Steubenville, Ohio	178,180
107		Rockford, Ill.	176,840
108	110	Montgomery, Ala.	173,990
109		Duluth-Superior, Wis.	172,550
110	108	Augusta, Ga.	168,910
111	112	Wichita Falls, Tex. Lawton, Okla.	167,340
112	114	Joplin, Mo.-Pittsburg, Kan.	165,960
113	113	Terre Haute, Ind.	164,930
114	113	Monroe La.-El Dorado, Ark.	164,080
115	117	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	163,690
116	123	Savannah, Ga.	160,480
117	115	Amarillo, Tex.	160,370
118	119	Lafayette, La.	160,000
119	118	Binghamton, Ala.	159,730
120		Columbus, Ga.	159,230
121	116	Monterey-Salinas, Calif.	158,360
122	124	Charleston, S.C.	157,850
123	127	Las Vegas	155,030
124	122	Beaumont-Port Arthur, Tex.	152,660
125	126	Eugene, Ore.	151,840
126	129	Yakima, Wash.	151,290
127	121	Sioux City, Iowa	149,400
128	134	Fort Myers-Naples, Fla.	147,640

1980 Rank	1979 Rank	Market	TV Households
142	143	Minot-Bismarck-Dicksinson, N.D.	125,400
143	142	Boise, Idaho	124,900
144	139	Bluefield-Beckley-Oak Hill, W. Va.	122,800
145	133	Topeka, Kan.	120,900
146	135	Columbus-Tupelo, Miss.	120,700
147	148	Quincy-Hannibal, Mo.	117,600
148	147	Bangor, Me.	115,400
149	147	Fort Smith, Ark.	114,000
150	149	Odessa-Midland, Tex.	113,500
151	156	Missoula-Butte, Mont.	111,900
152	150	Albany, Ga.	109,400
153	152	Abilene-Sweetwater, Tex.	108,200
154	153	Medford, Ore.	107,900
155		Bakersfield, Calif.	104,000
156	153	Utica, N.Y.	103,800
157	159	Idaho Falls-Pocatello	87,000
158	165	Elmira, N.Y.	83,500
159	166	Tyler, Tex.	82,900
160	163	Alexandria, Minn.	79,700
161	160	Florence, S.C.	79,500
162	164	Rapid City, S.D.	78,400
163	162	Clarksburg-Weston, W. Va.	78,100
164	167	Watertown-Carthage, N.Y.	77,000
165	158	Dothan, Ala.	75,500
166	168	Laurel-Hattiesburg, Miss.	74,700
167	177	Panama City, Fla.	73,600
168	161	Salisbury, Md.	72,300
169	175	Great Falls, Mont.	67,700
170	174	Ardmore-Ada, Okla.	67,300
171	173	Jonesboro, Ark.	66,900
172	169	Anchorage, Alaska	66,600
173	176	Billings, Mont.	65,800
174	171	Alexandria, La.	65,700
175	172	Lake Charles, La.	65,400
176	170	Meridian, Miss.	65,200
177	187	Cheyenne, Wyo.	56,800
177	178	Gainesville, Fla.	56,800
179	186	Palm Springs, Calif.	52,900
180	179	Marquette, Mich.	52,800
181		El Centro, Calif.-Yuma, Ariz.	52,400
182	184	Eureka, Calif.	52,300
183	184	Roswell, N.M.	52,000
184	188	St. Joseph, Mo.	51,300
185	183	Biloxi-Gulfport-Pascagoula, Miss.	49,600
186	180	Casper-Riverton, Wyo.	49,300
187	189	Grand Junction, Colo.	44,300
188	190	Greenwood-Greenville, Miss.	41,900
189	193	Anniston, Ala.	41,500
190	192	Tuscaloosa, Ala.	41,400
191	182	Jackson, Tenn.	40,000
192	191	Lafayette, Ind.	36,500
193	195	Lima, Ohio	35,800
194		Mankato, Minn.	35,400
195	157	Harrisonburg, Va.	34,300
196	199	San Angelo, Tex.	32,500
197	198	Parkersburg, W. Va.	32,400
198	157	Charlottesville, Va.	31,100
199	201	Presque Isle, Me.	28,900
200		Twin Falls, Idaho	28,800
200	203	Zanesville, Ohio	28,800
202	204	Ottumwa, Iowa-Kirksville, Mo.	28,500
203	202	Dubuque, Iowa	27,800
204	196	Bowling Green, Ky.	27,100
205		Laredo, Tex.	26,800
206		Farmington, N.M.	24,600
207	—	Bend, Ore.	21,300
208	207	Flagstaff, Ariz.	21,000
209	208	Victoria, Tex.	20,700
210		North Platte, Neb.	18,400
211	209	Selma, Ala.	17,100
212	211	Helena, Mont.	15,400
213	212	Alpena, Mich.	14,800
214	213	Miles City-Glendive, Mont.	10,100

1980 Rank	1979 Rank	Market	TV Households
129	132	Lubbock, Tex.	144,930
130	131	Columbia-Jefferson City, Mo.	144,400
131	128	Wilmington, Del.	143,540
132	125	La Crosse-Eau Claire, Wis.	141,120
133		Mason City, Iowa-Austin-Rochester, Minn.	139,670
134	135	Traverse City-Cadillac, Mich.	137,920
135	136	Corpus Christi, Tex.	137,420
136	137	Columbus-Tupelo, Miss.	135,480
137	141	Macon, Ga.	134,480
138	144	Reno	132,330
139	138	Erie, Pa.	131,310
140	146	Chico-Redding, Calif.	129,600
141	145	Minot-Bismarck-Dickinson, N.D.	128,060
142	140	Tallahassee-Thomasville, Fla.	127,760
143		Harlingen-Weslaco, Tex.	127,050
144	139	Boise, Idaho	125,850
145	152	Wausau, Wis.	125,670
146	147	Topeka, Kan.	122,100
147	149	Fort Smith, Ark.	121,900
148	130	Beckley-Bluefield-Oak Hill, W. Va.	121,690
149	142	Quincy, Ill.-Keokuk, Iowa-Hannibal, Mo.	118,830
150	148	Bangor, Me.	118,240
151	150	Albany, Ga.	114,330
152	151	Odessa-Midland-Monahans, Tex.	113,050
153	155	Medford Klamath Falls, Ore.	110,860
154	153	Bakersfield, Calif.	109,950
155	156	Hagerstown, Md.	106,050
156	157	Utica, N.Y.	100,240
157	154	Abilene-Sweetwater, Tex.	99,870
158	159	Dothan, Ala.	91,400
159	160	Florence, S.C.	90,440
160	158	Rapid City, Iowa	89,930
161	162	Idaho Falls-Pocatello	85,210
162	161	Alexandria, Minn.	84,840
163		Tyler, Tex.	83,460
164		Hattiesburg-Laurel, Miss.	74,620
165		Clarksburg-Weston, W. Va.	73,450
166		Salisbury, Md.	72,960
167		Billings, Mont.	71,020
168	170	Great Falls, Mont.	69,970
169	172	Jonesboro, Ark.	67,360
170	173	Ada-Ardmore, Okla.	67,320
171	168	Alexandria, La.	66,000
172	171	Lake Charles, La.	65,930
173	169	Meridian, Miss.	64,780
174		Watertown, N.Y.	64,180
175	178	Butte, Mont.	63,330
176	181	Missoula, Mont.	62,050
177		Panama City, Fla.	61,990
178	175	St. Joseph, Mo.	60,740
179	176	Cheyenne-Scottsbluff-Sterling, Wyo.	60,520
180	182	Gainesville, Fla.	57,020
181	179	Marquette, Mich.	55,150
182	180	Mankato, Minn.	54,520
183		Yuma-El Centro, Ariz.	54,230
184		Parkersburg, W. Va.	53,640
185		Eureka, Calif.	53,460
186	188	Casper-Riverton, Wyo.	53,100
187	186	Roswell, N.M.	52,580
188	187	Biloxi-Gulfport, Miss.	49,320
189		Grand Junction-Montrose, Colo.	45,110
190		Ottumwa-Kirksville, Iowa	44,030
191		Greenwood, Miss.	42,060
192		Jackson, Tenn.	39,860
193	194	Lima, Ohio	36,270
194	195	San Angelo, Tex.	33,030
195	197	Harrisonburg, Va.	30,910
196		Presque Isle, Me.	29,900
197	198	Zanesville, Ohio	29,140
198	193	Twin Falls, Idaho	28,570
199		Laredo, Tex.	26,860
200		Rhinelander, Wis.	19,010
201		North Platte, Neb.	15,950
202		Alpena, Mich.	11,440
203		Glendive, Mont.	4,500

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Burnup & Sims	3 mo. 7/31	49,406,000	+25.9	2,105,000	+43.4	.24	39,253,000	1,468,000	.17
General Tire & Rubber	9 mo. 8/31	1,570,505,000	− 6.3	10,199,000	−84.6	.42	1,675,619,000	66,157,000	2.79
Tektronix	yr. 5/31	971,306,000	+23.4	85,072,000	+10.3	4.66	786,936,000	77,151,000	4.28
United Cable TV	3 mo. 8/31	13,700,000	+37.0	1,844,000	+29.4	.46	10,002,000	1,425,000	.35

change TL to State Highway 1806, 13.5 miles S.S.E. of Mandan, N.D.; conditions (BP-21,160). Action Sept. 11.

- WIXZ(AM) McKeesport, Pa.—Granted CP to change TL to 0.1 mile S. of Calvary Cemetery on Broadway Dr., Pittsburgh (BP-791024AJ). Action Aug. 18.
- WLYC(AM) Williamsport, Pa.—Granted CP to change TL to Cemetery Rd., near Wildwood Cemetery between Williamsport and Garden View, Loyalsock Township, all Pennsylvania; conditions (BP-790919AP). Action Sept. 8.
- KMSD(AM) Milbank, S.D.—Dismissed application for CP to install alternate main trans. to be used during critical hour and pre-sunrise authorization (BP-800611AF). Action July 30.
- KVAA(AM) Volga, S.D.—Granted mod. of CP to make changes in ant. sys.; change SL and TL to 5.5 miles S. of U.S. 14, 1.5 miles W. of Volga Rd., Volga, and change D pattern; conditions (BMP-800410AG). Action Aug. 22.
- WLIC(AM) Adamsville, Tenn. Granted CP to increase power to 2.5 kw, and install DA conditions (BP-790823AD). Action Sept. 8.
- KRWT(AM) Winters, Tex.—Dismissed application for mod. of CP to increase power to 2.5 kw; and to install new trans. (BMP-781204AJ). Action Aug. 29.
- WVWI(AM) Charlotte Amalie St. Thomas, V.I.—Granted CP to increase D power to 5 kw; install new trans. (BP-790108AN). Action Sept. 15.
- KTHE(AM) Thermopolis, Wyo.—Granted CP to change specified hours of operation to Monday through Saturday 6:00 am to 8:00 pm and Sunday 8:00 am to 7:00 pm (BP-800709AD). Action Sept. 25.

FM actions

- *KSWH(FM) Arkadelphia, Ark.—Granted CP to increase ERP to 6.5 kw; ant. height to −21 ft. change TL to Smith building, 12th and Henderson Sts., Henderson State College Campus, Arkadelphia; Arkansas Hall Building, 12th and Henderson Street, and make changes in ant. (BPED-791227AB). Action Aug. 26.
- KPEN(FM) Los Altos, Calif.—Granted CP to make changes in ant. sys., change TL to on Kaiser Cement Plant Prop. 2 miles W. of Monte Vista, Calif.; change type trans. and ant.; increase ant. height 300 ft., and change TPO (BPY-790719AJ). Action Sept. 8.
- WKIO(FM) Urbana, Ill.—Granted CP to reduce ERP to 2.0 kw; ant. height to 370 ft., and make changes in ant. sys. (BPH-791029AG). Action Aug. 19.
- KQKQ(FM) Council Bluffs, Iowa—Dismissed application for CP to change type trans.; change type ant.; decrease ERP to 25 kw; decrease ant. height to 154.2 ft.; and change TPO (BPH-800623AG). Action Aug. 19.
- KFRA-FM, Franklin, La.—Granted CP to increase ant. height 300 ft., and make changes in ant. sys.; condition (BPH-790711AF). Action Aug. 27.
- KDWX(FM) Crookston, Minn.—Granted request for waiver of rules to identify as Crookston, Minn.-Grand Forks, N.D. Action Aug. 20.
- *KWPB(FM) Liberty, Mo.—William Jewell College granted CP to increase ERP to 180 W; change ant. height to 165 ft.; install new ant. and make changes in ant. sys. (BPED-790709AD). Action Aug. 19.
- KFMS(FM) Las Vegas—Granted CP to change trans. and ant. sys.; change TL to Black Mountain, near Henderson, Nev.; change ERP to 100 kw ant. height 1,110 ft. (BPH-791025AN). Action Aug. 26.
- WSRD(FM) Youngstown, Ohio—Granted CP to decrease ERP to 31.8 kw; ant. height 1,370 ft.; change TL to 3930 Sunset Blvd., Youngstown, and make changes in ant. sys.; conditions (BPH-791009AC). Action Aug. 26.
- KRCT(FM) Ozona, Tex.—Granted CP to make changes in ant. sys.; change TL to 4 miles E. of Ozona,; decrease ERP to 3.0 kw; increase ant. height to 300 ft.; change type trans. and ant.; change TPO and operate trans. by RC from 685 12th St., Ozona (main SL) (BPH-791023AE). Action July 10.

TV actions

- KEMO-TV San Francisco—Granted CP to change ERP to 1700 kw, ant. height 1,270 ft.; condition (BPCT-800721KP). Action Sept. 5.
- WFLX(TV) West Palm Beach, Fla.—Granted mod. of CP to change ERP to 692 kw; ant. height to 1,500 ft.; change ant. (BMPCT-800708KF). Action Aug. 27.
- WSNS-TV Chicago—Granted CP to change ERP to 1050 kw vis., 123 kw (aur), and make changes in ant. sys.; condition (BPCT-800729KF). Action Sept. 5.
- WRHT(TV) Ann Arbor, Mich.—Granted mod. of CP to change ERP to 1000 kw; ant. height to 1,080 ft.; change type trans. and ant.; conditions (BMPCT-800522KF). Action Sept. 10.
- KTMA-TV Minneapolis, Minn. Granted mod. of CP to change ERP 74.1 kw (vis.), 14.8 kw (H); ant. height 1,190 ft.; change to Gramsie Rd., and Mackubin St., Shoreview, Minn. (BMPCT-800729KH). Action Aug. 25.
- KYNE-TV Omaha, Neb.—Granted mod. of CP to change ERP to 398 kw, ant. height 425 ft.; type trans. and ant.; and make change in ant sys. (BMPET-791001KS). Action Aug. 28.
- KLKK-TV Albuquerque, N.M.—Granted request for authority to change SL to 1310 Coors Blvd. N.W., Albuquerque, SL (BRCCT-800714KE). Action Sept. 4.
- *KFME(TV) Fargo, N.D.—Granted CP to change ERP to 245 kw; ant. height to 1,130 ft.; change TL to 1 mile E. of Amenia, N.D.; SL to 4500 S. University Dr., Fargo; change type trans. and ant (BPET-605). Action Sept. 15.
- KFHC-TV Oklahoma City, Okla. Granted mod. to CP to change ERP 1070 kw; antenna height to 1,560 ft.; redescribe TL and SL to 11901 N. Eastern Ave. Oklahoma City; change trans. and ant. make changes in ant. sys. (BMPCT-800730KF). Action Sept. 10.
- KOCO-TV Oklhaoma City—Granted request for authority to operate by RC from 1300 East Britton Rd., Oklahoma City (BRCCT-800808KK). Action Aug. 27.
- *WDOM(FM) Providence, R.I.—Granted CP to increase ERP .125 kw; ant. height to 130 ft. install new ant. and make changes in ant. sys.; conditions (BPED-790918AA). Action Sept. 8.
- WNET(TV) Providence, R.I.—Granted mod. of CP to change ERP to 2140 kw; ant. height to 1,020 ft.; change trans. and ant.; and make changes in ant. structure (decrease height); conditions (BMPCT-7807111B). Action Sept. 8.
- WBTW(TV) Florence, S.C.—Granted request for authority to change SL to 3430 TV Rd., Florence; operate trans. by RC from SL (BRCCT-800205KE). Action Sept. 10.
- WGSE(TV) Myrtle Beach, S.C.—Dismissed application for CP to decrease ERP to 64.6 kw, ant. height to 610 ft.; change TL to S.E. of intersection of S.R. 79 and U.S. 701 near Bucksville, S.C.; and make changes in ant. sys.; (BMPCT-800421KF). Action Aug. 29.
- WEZF-TV Burlinton, Vt.—Granted request for authority to change SL to 100 Market Square, S. Burlington, Vt. and operate trans. by RC from SL (BRCCT-800714KF). Action Sept. 20.
- WCCV(TV) Milwuakee—Granted CP to change aur. ERP to 500 kw (BPCT-800710KG). Action Aug. 27.
- KTNW(TV) Riverton, Wyo.—Granted request for authority to operate by RC from 500 Arapahoe St., Thermopolis, Wyo. (BRCCT-800327KF). Action Sept. 4.

In Contest

Procedural rulings

- Willows, Calif. (OMPC Wireless Broadcast Co. and Willows Broadcasting Co.) **FM proceeding:** (BC Doc. 80—138-9)—ALJ Edward Luton granted motion by Willows and enlarged issues to include whether OMPC deliberately falsified reports concerning its ascertainment of community leaders and, if so, effect on its qualifications to be licensee. Action Sept. 17.
- Berlin, Md. (Musicradio of Maryland, Inc. and Coastal Telecommunications/Berlin Crop.) **FM proceeding;** (BC Doc. 80-287-88)—ALJ Byron E. Harrison granted to limited extent motion by Coastal and enlarged issues to determine whether Musicradio's proposal to locate main studio outside its community of license is in compliance with section 73.210 of FCC rules and if not whether circumstances warrant waiver. Action Sept. 18.

Designated for hearing

- Harrison, Ark.—Bowman and Loveland Broadcasting Co. and Harrison Radio Station Inc. for new FM on 96.7 mhz at Harrison, to determine whether applicants have complied with requirements of Section VI of FCC Form 301; which proposals would, on comparative basis, better serve public interest; and which application should be granted (BC Docs. 80-574-75). Action Sept. 19.
- Stonington, Conn.—Metro Broadcasting Corp., Stonington-Mystic Broadcasting Co. and Shore Broadcasting for new FM on 102.3 mhz at Stonington, to determine whether applicants are financially qualified; which of proposal would, on comparative basis, best serve public interest, and which application should be granted (BC Docs. 80-571-73). Action Sept. 16.
- Evansville, Ind.—Channel 44 Inc. and Family TV Inc. for new UHF at Evansville to dgermine whether common ownership, operation or control of stations WIKY, WIKY(FM) and Channel 44 Inc.'s proposed television station would be in public interest; which proposal would, on comparative basis, better serve public interest, and which application should be granted (BC Docs. 80-557-58). Action Sept. 16.
- Clinton, La.—Feliciana Broadcasting Co., and James D. and Sharon A. Miller for new FM on 92.7 mhz at Clinton, to determine Millers' ascertainment efforts; which of proposal would, on comparative basis, better serve public interest, and which application should be granted (BC Docs. 80-576-77). Action Sept. 22.
- Duncan and Comanche, both Oklahoma—R&R Broadcasting, Inc. and Stephens County Broadcasting Co. for new FM station on 96.7 mhz at Duncan and Comanche, respectively, to determine areas and populations which could receive primary aur. service from proposed operation of applicants and availability of other primary service to such areas and populations; which of proposals would better provide fair, efficient and equitable distribution of radio service; which of proposals would, on comparative basis, better serve public interest, and which of applications, if either,

Summary of broadcasting

FCC tabulations as of Aug. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,561	3	0	4,564	122	4,686
Commercial FM	3,233	2	0	3,235	145	3,380
Educational FM	1,068	0	1	1,069	85	1,154
Total Radio	8,862	5	1	8,868	352	9,220
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	86	315
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	12	174
Total TV	997	4	12	1,013	114	1,127
FM Translators	322	0	0	322	187	509
TV Translators						
UHF	2,553	0	0	2,553	252	2,805
VHF	1,324	0	0	1,324	478	1,802

*Special temporary authorization

**Includes off-air licenses

Closing hours of Campaign 80 ☐ FCC momentum for a New Jersey VHF ☐ "At Large" with Don Curran

Broadcasting Oct 27

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Broadcasting Oct 27

The Week in Brief

TOP OF THE WEEK

HEAD-ON IN CLEVELAND ☐ Carter-Reagan TV confrontation Tuesday sets pace for countdown to election day next week. CNN will patch in uninvited Anderson. **PAGE 27.**

SCORECARD ☐ In last days of campaign, journalists look at candidates, how they ran and way media performed. **PAGE 29.**

PULSE OF PEOPLE ☐ Study reports on how public feels about news freedom. **PAGE 31.**

MOVE FOR DETENTE ☐ Prodded by unhappy members, NAB committee seeks way to resolve conflict between its radio conference and NRBA convention. **PAGE 32.**

JERSEY BOUNCE ☐ FCC may propose that New York's channel 9 be reallocated to New Jersey. **PAGE 33.**

DIGITAL BREAKTHROUGH ☐ Worldwide standards may evolve from recommendations of CCIR subgroup. **PAGE 34.**

MORE LOW-POWER GROUPS ☐ Another three TV proposals are filed at FCC. **PAGE 34.**

AT LARGE

ICE STILL THIN ☐ Don Curran has long been standard bearer for UHF in fight for parity with VHF. But, president of Field Communications explains in interview, gains of later years could be offset by unanticipated new competition on horizon. **PAGE 36.**

LAW & REGULATION

LOOK TO YOURSELF ☐ FCC's network inquiry staff tells commission that existing allocations plan is biggest barrier to development of new TV networks. **PAGE 42.**

MORE ATTENTION TO SIN ☐ Justice's Antitrust Division is probing Spanish International Network, already under FCC scrutiny. **PAGE 44.**

CABLE STUDY ☐ FCC's Office of Plans and Policy is ordered to examine ownership and other restrictions. **PAGE 45.**

TECHNOLOGY

OPENING CHINA'S MARKETPLACE ☐ U.S. telecommunications products will be shown next year in Beijing at major trade show sponsored by Electronics Industries Association and National Council for U.S.-China Trade. **PAGE 48.**

NOW THERE'S MICRO-TV ☐ That's "flea-powered" television service proposed in study for FCC. **PAGE 48.**

MEDIA

REAGAN ON RFE/RL ☐ Republican candidate says it's vital to strengthen overseas broadcasts. **PAGE 53.**

BUSINESS

ABC EARNINGS DROP ☐ Third-quarter profits decline 6.9% to $29.7 million. **PAGE 56.**

COLUMBIA PICTURES PRICE TAGS ☐ In meeting with New York analysts, Vincent reviews company operations, says ABC will pay in $20-million range for "Close Encounters" and $15 million, with escalator, for "Kramer vs. Kramer." **PAGE 56.**

PROGRAMING

NBC-TV'S DELAYED START ☐ Three-phase launching in next three months is announced for 1980-81 season that was virtually grounded by strikes. **PAGE 58.**

OBSTACLES ☐ Premiere chairman Harris sees more dross than gold for new pay-TV network. **PAGE 58.**

1933

THE 'BROADCASTING' YEARS ☐ FDR and his fireside chats become American institution. It happens while broadcasters have to cope with accelerated press-radio war, and Washington starts to phase out Federal Radio Commission. **PAGE 61.**

PROFILE

PAST IS PROLOGUE ☐ Young & Rubicam's Jerry Baldwin last year supervised placement of about $250 million in radio-TV spot and network radio. He's not awed by magnitude of that figure since he sees even greater things down road with new media. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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■ Alva. Okla.—Zumma Broadcasting Co. granted 99.7 mhz, 100 kw, HAAT: 835 ft. Address: Box 3 Alva 7317. Estimated construction cost: $318,072; first quarter operating cost: $28,600; revenue: $225,000. Format: Contemporary. Principal: William R. Lacy who is Oklahoma City broadcast consultant. He also owns 60% of Oklahoma City advertising company. He has no other broadcast interests. Action Sept. 24.

■ Quanah, Tex.—Joy Radio Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 219 ft. Address: Box 456, Quanah 79252. Estimated construction cost $8,950; first year operating cost $7,450; revenue $24,000. Format: C&W and Talk. Principals: Joe E. Willis, Robert Rachwig, Charles Maddux, E. F. Abercrombie Jr., and Marlin Maddoux (20% each). Joy Radio is also licensee of KOLJ(AM) Quanah. Action Setp. 24.

■ East Wenatchee, Wash.—Read Broadcasting granted 97.7 mhz, 3 kw, HAAT: -150 ft. Address: Box 683 Spokane, Wash. 99210 Estimated construction cost: $9,500; first quarter operating cost: $10,500; revenue $60,000. Format: Mature. Principal: Thomas W. Read (100%). He owns TWR Enterprises which is advertising, radio program production and syndication and broadcast equipment sales firm. He also owns KQIN(AM) Burien, Wash. Action Sept. 18.

■ Rice Lake, Wis.—Red Cedar Broadcasters Inc. granted CP for new FM on 97.7 mhz, ERP 3 kw, ant. height 300 ft., condition (BPH-791022AE). Action Sept. 12.

TV action

■ Mobile, Ala.—Hess Broadcasting Co. granted ch. 15; ERP 2570 kw vis., 91.2 kw aur., HAAT: 1630 ft.; ant. height above ground 1312 ft. Address: 4900 Bayou Blvd., Pensacola, Fla. 22503. Estimated construction cost $1,311,115; first-quarter operating cost $140,850; revenue $1,528,542. Legal counsel: Hamel, Park, McCabe & Saunders, Washington; consulting engineer: Jules Cohen. Principals: Milt deReyna (20%), Roy L. Hess (79%) and his daughter, Shelley Jean (1%). deReyna is executive vice-president of Hess Marketing Center; Hess is president. Firm is engaged in sales and service of airplanes, boats, and automobiles. Shelley is student. There are no other broadcast interests. Action Oct. 3.

■ *Fort Meyers, Fla. University of South Florida granted ch. 30 (566-572 mhz); ERP 631 kw vis., HAAT 968.3 ft.; ant. height above ground 970 ft. P.O. address: 4202 Fowler Ave., Tampa, Fla. 33620. Estimated construction cost $915,524; first-year operating cost $60,500. Legal counsel Cohn & Marks, Washington; chief engineer Jown W. Ralle. Applicant is state university. William G. Mitchell is general manager. Action Sept. 16.

■ Melbourne, Fla.—Southern Broadcasting Corp. granted ch. 43; ERP 1780 kw vis., HAAT 1009 ft.; ant. height above ground 990 ft. Address: 1000 South Harbor City Blvd., Melbourne 32901. Estimated construction cost $1,049,000; first-quarter operating cost $110,-250. Legal counsel: Midlen and Reddy, Washington; Consulting engineer: Robert Silliman. Principals: Louis Frey Jr. (25.8%); Wharton K. Burgreen (22.5%); Hugh M. Evans Sr. (22.5%); Oscar Juarez (4.2%); William Hampton (8.3%), and E.J. Kendall Jr. (16.7%). Frey is partner of Pepper, Hamilton and Scheetz, Washington Law firm; Burgreen is Melbourne restauranteur; Evans is owner of real estate firm in Melbourne; Juarez is partner in government and political consulting firm in Orlando, Fla., Hampton was licensee of KRNS Radio in Burns, Ore. until Dec. 1978; and Kendall has various interests in banking and insurance in Merit Island and Titusville, Fla. There are no other broadcast interests. Action Sept. 15.

■ *Terre Haute, Ind.—Indiana State University granted ch. 26; ERP 1510 kw vis., 302 kw aur., HAAT 475 ft.; ant. height above ground 400 ft. Address: 216 N. 6th Street, Terre Haute. Revenue $379,670. Consulting engineer: Donald Mier. Principals: Board of Trustees of Indiana State University. Charles W. Ainlay, an attorney, is president. The board is also licensee of *WISU-FM Terre Haute. Action Oct. 2.

■ *Alexandria, La.—Louisiana Educational Television Authority granted ch. 25; ERP 1,070 kw vis, 107 kw aur., HAAT 1,360 ft.; ant. height above ground 1,324 ft. PO. address: 626 N. Fourth Street, Baton Rouge 70804. Estimated construction cost $2,239,210; first-year operating cost $205,850. Consulting engineer Jules Cohen & Associates. Applicant is state agency. A. Fred Frey is executive director. Action Sept. 15.

■ Watertown, N.Y.—R.B.D. Productions denied ch. 50; ERP 30 kw vis., 6 kw aur., HAAT 633 ft.; ant. height above ground 577 ft. Address: 29A Gifford Rd., Rte. 2, Watertown 13601. Estimated construction cost $717,188; first-year operating cost $229,500; revenue $350,000. Legal counsel Lauren Colby, Frederick, Md.; Consulting engineer E. Harold Munn Jr. Applicant is owner of WOTT(AM)-WNCQ(FM) Watertown, J. Graham is president. Action Sept. 15.

■ Canton, Ohio—Ray A. Rogers granted ch. 67; ERP: 138 kw vis., 13.8 kw aur., HAAT: 290 ft. Address: 4855 Fulton, Canton 44718. Estimated construction cost $48,986; first-year operating cost $192,917; revenue $300,000. Legal counsel Layton, McNees, Stone & Perry, Oak Ridge, Tenn. Consulting engineer B. Scott Baxter. Principals: Ray Rogers, construction contractor in Canton, with no other broadcast interests. Action Oct. 2.

■ Brownsville, Tex.—Tierra Del Sol Bdcg. Corp. granted ch. 23; ERP 500 kw vis., 1000 kw aur., HAAT 1470 ft.; ant. height above ground 1500 ft. Address: PO 671, Brownsville 78250. Estimated construction cost $2,623,200; first-quarter operating cost $310,034; revenue $1,200,000. Legal counsel: Pierson, Ball & Dowd, Washington; Consulting engineer Steel, Andurs, Washington. Principals: Paulette Dean (40%); and seven others. Dean is business manager for Brownsville law office and 50% owner of Brownsville land development company. Neither she or other principals has other broadcast interests. Action Sept. 16.

Licenses

■ WMFE-FM Orlando, Fla.

■ WRTU(FM) San Juan, PR.

Ownership Changes

Applications

■ WCMD(AM)-WJSE(FM) Cumberland, Md. (AM: 1236 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 3.5 kw)—Seeks assignment of license from Greater Cumberland Broadcasting Inc. to Community Service Broadcasters Inc. for $550,000. Seller: William R. Crossley (51%) and William L. Thompson (49%). They have no other broadcast interests. Buyer: C. Alfred Dick (100%). He owns Chattanooga-based broadcast brokerage firm. He owns 50% of both WKYV(FM) Vicksburg, Miss., and WFPA(AM) Fort Payne, Ala., Ann. Sept. 23.

■ WMRN-AM-FM Marion, Ohio (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 25 kw)—Seeks assignment of license from Marion Broadcasting Co. to Sandance Corp. for $2 million. Seller: Worth Kramer (100%). He has no other broadcast interests. Buyer: Robert C. Kanuth Jr. (51%), John P. Courtwright Jr. (29%) and Donald B. Shackelford (20%). Kanuth is chairman and 90% owner of Columbus, Ohio investment banking corporation. Courtright is owner of Marion, Ohio-based real estate investment corporation. Shackleford is chairman and 5% owner of Columbus savings and loan association. They have no other broadcast interests. Ann. Sept. 23.

■ WSAN(AM) Allentown, Pa. (AM: 1470 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Lehigh Valley Broadcasting Co. to WSAN Inc. for $1.5 million. Seller: Estate of B. Bryan Musselman (60%) and Olivia M. Barnes and Revel H. Musselman (20% each). They have no other broadcast interests. Buyer: Harold G. Fulmer III (100%). He owns Wescosville, Pa.-based chain of McDonalds fast food restaurants, and Allentown real estate investment company. He has no other broadcast interests. Ann. Sept. 25.

■ WSEW(AM) Selinsgrove, Pa. (AM: 1240 khz, 1 kw-D, 25- w-N)—Seeks assignment of license from B & K Broadcasting Co. to Riverside Media Inc. for $240,000 plus assumption of liabilities ($24,000). Seller: William Mahoney (51%), Jimmie C. George (40%) and three others. Buyer: Douglas W. George (51%), father, Jimmie (40%) and three others. Junior George is associated with Baltimore, Md., media planning company. Senior George owns Carlisle, Pa., florist shop. They have no other broadcast interests. Ann. Sept. 23.

■ WCAY(AM) Cayce, S.C. (AM: 620 khz, 500 w-D)—Seeks assignment of license from Lexington County Broadcasters Inc. to Southcom Inc. for $290,-000. Seller: J. Olin Tice Jr. (100%). He owns 1.5% of Communications Corp. of America, licensee of WFIF(AM) Milford, Conn., and 49% owner of WBUG(AM) Ridgeland, S.C. Buyer: Robert Liggett Jr. and Daniel F. Covell (50% each). Leggett is 63.49% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm and 10% of cable system serving Leslie, Mich. Megamedia is applicant to purchase WZZR-FM Grand Rapids, Mich. (BROADCASTING, Oct. 6). Clovell is owner of Bay City, Mich. advertising agency. He has no other broadcast interests. Ann. Sept. 29.

■ WPUV-AM-FM Pulaski, Va. (AM: 1580 khz, 5 kw-D, 1 kw-N; FM: 107.1 mhz, 2.85 kw)—Seeks assignment of license from Pulaski Broadcasting Corp. to Clayton Lake Broadcasting Corp. for $385,000. Seller: Richard J. Fraser who has no other broadcast interests. Buyer: Jimmy R. Lester (75%) and Thomas M. Compton (25%). Lester owns cable system serving Oceana, W. Va., and 50% of Oceana-based real estate development and management firm. Compton is salesman for WPUV-AM-FM. They have no other broadcast interests. Ann. Sept. 29.

■ KLYN-FM Lynden, Wash. (FM: 106.5 mhz, 100 kw)—Seeks transfer of control of KLYN-FM Inc. from Sidney Baron and family (100% before; none after) to Christa Ministries (none before; 100% after). Consideration: $750,000. Principals: Baron has no other broadcast interests. Buyer: Nonprofit religious corporation based in Seattle. It owns KGDN(AM)-KBIQ(FM) Edmonds, Wash., and WSYX(FM) London, OHio. Edward McMillan is chairman. Ann. Sept. 23.

Facilities Changes

FM applications

■ KFSK(FM) Petersburg, Ark.—Seeks CP to in-

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

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Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

**Special temporary authorization*

***Includes off-air licenses*